Define CS, fit into CC · **Explore AS, differentiate**

1. CUSTOMER SEGEMENT (S) — CS

Customer manages their expenses in manual calculation and some tools.

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Customer wants the application user friendly and more secure & fast.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &

The important solution that we suggest is if the expense amount limit exceeds .Alert E-Mail message will Sent.

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

It stores the account details and the contact details of the customer to perform the Expense Tracking application.

9. PROBLEM ROOT CAUSE — RC

Due to busy schedule of the customer difficult to track the expenses.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits,

Focus on report it is easy to analysis customers expense cost and plan accordingly.

Identify strong TR & EM

3. TRIGGERS — TR

Customer Spending unwanted money by seeing some Neighbors, Television commercials etc.

4. EMOTIONS: BEFORE / AFTER — EM

Customers finds difficult to keep their transaction receipt but making use of this application that is avoided

10. YOUR SOLUTION — SL

This application keeps track on all your spending without a manual calculation. It works on anytime and anywhere. To minimize the human error, prevent data loss and secure transaction

8. CHANNELS of BEHAVIOUR — CH

ONLINE

General budget tracking application is done by the customers in n number of web channels

OFFLINE

Customer can control them self in spending unnecessary money on certain things by using personal expense tracker application.