

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS PEOPLE WHO LEAD THEIR LIFE FINANCIALLY.	6. CUSTOMER CONSTRAINTS CC NO GRAPHICAL REPRESENTATION OF EXPENSES	5. AVAILABLE SOLUTIONS AS NO CUSTOMER SUPPORT USER FRIENDLY INTERFACE.	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS J&P LESS SECURITY AND CUSTOMER SUPPORT. NO GRAPHICAL AND CATEGORISATION OF RESOURCES	9. PROBLEM ROOT CAUSE RC REAL TIME TRACKING OF EXPENSES IS DIFFICULT FOR PHYSICAL MODE OF PAYMENT.	7. BEHAVIOUR BE HE /SHE SHOULD ASK FOR A PERSON TO REMEMBER THEIR EXPENSES.		Focus on J&P, tap into BE, understand RC
	3. TRIGGERS TR PEOPLE WANT TO LEAD THEIR LIFE WITH STABLE FINANCE.	10. YOUR SOLUTION SL THE SOLUTION IS TO SHOW THE EXPENSES GRAPHICALLY. LIMIT THEIR BUDGETS AND SEND AN ALERT TO MAIL WHEN IT EXCEEDS THE LIMIT.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE DOWNLOAD STATEMENTS FROM BANK.		
4. EMOTIONS: BEFORE / AFTER EM STRESSED TIME IN MANAGING FINANCES EASILY TRACK THEIR EXPENSES	8.2 OFFLINE NEED TO USE SPREADSHEETS AND MANUAL ENTRY.				