

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? Person who try to manage their expenses in an efficient way	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices? No Internet Connection	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 & cons do these solutions have? Note & pen system, Mind Calculation	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? <ul style="list-style-type: none">Large manual calculations are need to calculate the monthly expensesHuman error may be happen	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? <ul style="list-style-type: none">Lack of tracking their expensesNo graphical representation to track their expenses	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? Easier for the user to follow the process of tracking expenses	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

What triggers customers to act?

It reduces time rather than writing it manually in the notebook

4. EMOTIONS: BEFORE / AFTER

BE
AFTER

M How do customers feel when they face a problem of a job and afterwards?

Before: Difficult to track the expense and struggle to analyze their expenses after spending it

After: Easy to track the expenses and graphical representation allow them to understand the expenses they made before easily

10. YOUR SOLUTION

SL

- Create a web application to track their expenses anywhere at any time
- Get real-time graphical representation of their expenses
- Alert notification through email

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online?

- Tracking their expenses
- Getting detailed reviews from email notification

8.2 OFFLINE

What kind of actions do customers take offline?

Export the data when online and use it in offline