

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <p>A person who spends a lot on everyday basis</p>	6. CUSTOMER CONSTRAINTS CC <p>No control over spending , not remembering the amount spent , lack of priorities , not saving enough.</p>	5. AVAILABLE SOLUTIONS AS <p>When our own expenses get out of control , the expense tracker app will help manage the expenses using lot of options and features that we provide with .</p>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>Expense tracker keeps track of the self expenses on a daily basis and even set a limit for a month or a year . It helps us manage our expenses by notifying us if the expense exceeds the limits . Also it helps control the expenses by providing a graphical format of the updated expenses.</p>	9. PROBLEM ROOT CAUSE RC <p>Not spending mindfully , no control over spending , not saving enough , lack of priorities.</p>	7. BEHAVIOUR BE <p>Customer should set the budget for a month and spend accordingly without giving up control . Customer can make use of the graph provided to manage the expenses</p>	

3. TRIGGERS TR <p>At the end of the month customers find it difficult to see the wallet empty which triggers them to manage their expenses mindfully.</p>	10. YOUR SOLUTION SL <p>A personal expense tracker tracks the customer's everyday expenses and notify them if the expenses exceed a limit . It will also help cutdown on unnecessary expenses and help budget according to the customer's earnings.</p>	8.CHANNELS of BEHAVIOR CH <p>Customers need to update their everyday expenses and set a limit for the month . Can view their generated report . Can view their previous spending.</p>
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4. EMOTIONS: BEFORE / AFTER

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Before: Spending mindlessly , a higher chance of going into debt .
After: More financial security , stress free control.