

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Businessman Housewife Professionals 	6. CUSTOMER CC <ul style="list-style-type: none"> It is a fear of not having the resources available to meet our needs. Most of them don't have a reminder to warn them of their expenses and help to overcome the high expenses. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> The available solution is to provide a platform for the customer to keep track of the expenses. To reduce the expenses and increase the income. Think about all of your expenses you usually tend to spend your money on and prioritize which is important and plan accordingly. 	Explore AS, differentiate
	Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Solve unexpected expenses and financial anxiety. Lack of awareness. Remind the customer about their financial status and how to compensate the expenses. To set a limit of a particular amount and keep track of the expenses without exceeding the limit. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Users are not very much careful about their savings and spend money without keeping track of it. It often leads them to spend extra and it will lead them to a financial crisis. Also, They are less motivated about the cause of this and it will trouble their savings and may end up in many financial problems. 	
Identify strong TR & EM		3. TRIGGERS TR <ul style="list-style-type: none"> Seeking for self-gratification by earning the thing. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> This application will help the users to add their expenses so they can get an analysis of their expenditure in a graphical form. They have an option to set a limit of the amount to be used for a particular month and if the limit is exceeded the user will be notified with an alert message. 	8. CHANNELS of BEHAVIOUR CH <p>ONLINE</p> <ul style="list-style-type: none"> Google advertisements. Social media platforms. <p>OFFLINE</p> <ul style="list-style-type: none"> Through words. Recommendation from the customers.
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Before : Fear , Hopeless , Depressed After : Confident , Aware 			

