

Define CS, fit into CC	<div>1. CUSTOMER</div> <div>CS</div> <div>Working peoples, College students, School students, Homemakeí, Common peoples and Businessman.</div>	<div>6. CUSTOMER</div> <div></div> <div>No need to remind the expenses in all the time, no need to enter in the confused Excel sheets, No need to write the budget in notebooks.</div>	<div>5. AVAILABLE SOLUTIONS</div> <div></div> <div>Connecting the bank account, Categories, E wallets, Privacy and Security, Alerts and Reminders.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>J&P</div> <div><div>Jobs to done – If you install this money manager app daily expenses can be easily track no need any confused Excel sheets no need it to remind all.</div><div>Problems – The customer is suffering in using Excel sheets for budgeting and write the budget in note.</div></div>	<div>9. PROBLEM ROOT CAUSE</div> <div>RC</div> <div>It is difficult to track the expenses when it is written in notebooks and it is difficult to maintain the expenses if the app is not used.</div>	<div>7. BEHAVIOUR</div> <div></div> <div>It is easy to access , High availability , User friendly.</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS</p> <p>TR</p> <p>The alerts and reminders are there in this app. These type of features trigger to install the app.</p>	<p>10. YOUR SOLUTION</p> <p>SL</p> <p>Creating an app with more categories and this app is used for tracking the cash flow and the alerts and reminders will that to not to exceed the salary limit.</p>	<p>8. CHANNELS of BEHAVIOUR</p> <p>CH</p> <p>ONLINE:</p> <p>It is easy to access, High availability, User friendly.</p> <p>Offline:</p> <p>User doesn't have a loan in spending money.</p>
<p>4. EMOTIONS: BEFORE / AFTER</p> <p>EM</p> <p>BEFORE:</p> <p>The customer frustrated under disappointment on spending monthly expenses.</p> <p>AFTER:</p> <p>After implementing this app the customer is alerted in spending money.</p>		