

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Employees and others who spend money on a daily basis People who want to track their income effectively	6. CUSTOMER CONSTRAINTS CC Awareness of technology to make this possible. Tracking Constantly	5. AVAILABLE SOLUTIONS AS Tracking expenses through pen and paper is an alternative but its not that safe or effective. If the calculations are done manually and there is no proper record of consolidated effect of spending habits to reflects and improve upon.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P To track expenses easily and document expenses spent Application will alert the user if budget limit is reached	9. PROBLEM ROOT CAUSE RC People want to keep a track of their daily expenditure easily A person has to keep to log in a diary or in a system and the calculations need to be done by the user sometimes it results in errors and leading to losses	7. BEHAVIOUR BE Find a proper system to keep track of their expenses and make it as a routine to track and analyze spendings manually.	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	3. TRIGGERS TR Seeing others managing their income effectively. People who don't suffer from any debts.	10. YOUR SOLUTION SL Spending money on priorities and cut down on other spendings to balance the income The perspective and timely calculations of these expenses will certainly boost people's morale when tracked	8. CHANNELS OF BEHAVIOUR CH 8.1 ONLINE They monitor and analyze for better options and improve their finance 8.2 OFFLINE Be more aware and stable to make better financial decisions	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before: Frustrated and angry or confused by their situation and expenses, unable to record them. After: In control, confident, stress free and more aware of their situations.			