

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

1. People who earn and spend money.
2. People who lead family.
3. People who needs to track their daily expenses.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

1. Affordable, stable network connection.
2. Authorized Login.
3. Difficult accessibility.

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? i.e. pen and paper is an alternative to digital notetaking

1. User friendly interface, avoiding misleading ads.
2. Keeping track of user'

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1. Remove duplicate transactions.
2. Bad user interface.
3. User data security.
4. Backup and Restore all information.

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? i.e. customers have to do it because of the change in regulations.

1. No download option user may not have the internet.
2. No search bars leads frustration to search transaction.
3. User interface needs to be attractive and easy to use or it makes user to loss interest on app.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1. User may avoid notification if it is not related.
2. User gets frustrated while using bad user interface.
3. User may get confused.

1. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

1. **avoid unwanted expenses and bad financial situations**
2. **guide them and make them aware about their daily expenses..**

4. EMOTIONS: BEFORE / AFTER

EM

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

i.e. lost, insecure > confident, in control - use it in your communication strategy & design. Before using this product people were not tracking their expenses so they spent their money lavishly.

But after using this product they are more focused and concentrated about their spending

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

1. Generate monthly report and forecast budget for the users.
2. **Improve users' financial management and forecast future budget planning.**

8. CHANNELS of BEHAVIOUR

CH

ONLINE

What kind of actions do customers take online? Extract online channels from #7

User can download reports and can share it to other people
User can plan for their future

