Problem-Solution fit

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?

The main customers for our project are:

- Businessman
- Home makers
- Professionals

6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions?

- Most of them don't have a reminder to warn them of their expenses and help to overcome the high expenses.
- Managing money is tedious in their day-to-day activities.
- Network connections

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?

- Pen & Paper tracking.
- Notion expense tracking.
- Tracking using Google sheet.

Explore AS, differentiate

Focus on J&P, tap into

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.

- To add and update the daily expenses.
- Alerts user when they exceed the budget limit.
- Solve unexpected expenses and financial anxiety.
- Lack of awareness.

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.

- Manual work consumes time and error prone
- It often leads them to spend extra, and it will lead them to a financial crisis

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)

- Get feedback and user's experience from customers who are using the application.
- To develop a web application which includes all the factors to keep track of their expenses.

Focus on J&P, tap int C

Identify strong TR & EM

3. TRIGGERS TR

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

- People interested in managing the money and who likes to keep a track on it.

4. EMOTIONS: BEFORE / AFTER EM

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

- Before: Fear, Hopeless, Depressed
- After: Confident, Aware

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.

- Helps in periodical budgeting for different categories.
- Alerts when expenses go beyond budget limit.
- This help users to save money and avoid unnecessary activities.

8. CHANNELS OF BEHAVIOUR CH

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

- Immediate accessibility irrespective of place and time.
- Google advertisements.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Access of previously downloaded information
- Recommendation from the customers.

Extract online & offline CH of BE

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