

Define CS, fit into CL	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Individuals who want to track their expenses (Working professionals, Students, etc.)</div></div>	<div><div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div></div><div><div><ul style="list-style-type: none">Device with internet connectionSubscription payment</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>PROS & CONS</div><div>AS</div></div><div><div><ul style="list-style-type: none">Goodbudget - free but manual entry of transactionsMint - free & wrong categorizationSpendee - many kind of integration but paid</div></div></div>	Explore AS, differentiate
	<div><div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>PR</div></div><div><div><ul style="list-style-type: none">People want to track their expenses everyday andSome people also want to track it especially on some occasions</div></div></div>	<div><div>9. PROBLEM ROOT / CAUSE<div>RC</div></div><div><div><ul style="list-style-type: none">Its hard for the people to manage their financial expenses by keep tracking manually.This makes them to exceed the actual budget that they made.</div></div></div>	<div><div>7. BEHAVIOR + ITS INTENSITY<div>BE</div></div><div><div><ul style="list-style-type: none">People tend to avoid tracking the spendings and worry when they come to know about it.People who try to do it manually will end up leaving some spendings.</div></div></div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS TO ACT<div>TR</div></div><div><div><ul style="list-style-type: none">People are not aware about the existing solutions especially in India.Providing a visualization about how they spend makes the people to decide easily.Free for sometime and show the results.(retain & premium users)</div></div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div><div><ul style="list-style-type: none">Build an application to track their expenses seamlessly.Allow users to access it for free and make them realize how useful to save money.</div></div></div>	<div><div>8. CHANNELS of BEHAVIOR<div>CH</div></div><div><div>ONLINE<ul style="list-style-type: none">Social media advertisements (especially Linkedin as the users are more of working professionals and students)Lifestyle influencers would be a great choice</div><div>OFFLINE<ul style="list-style-type: none">Word of mouth</div></div></div>	Extract online & offline CH of BE
	<div><div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div></div><div><div><ul style="list-style-type: none">People are worried when the exceed the actual budget and not for saving it.People will be able to track their expenses and bad situations related to financial management.</div></div></div>			