

Define CS, fit into CC

1.CUSTOMER SEGMENT

CS

- Working Professional
- Home Makers
- Individual Person Above 18+ age
- A Person Who Interest to Save the Money

6. CUSTOMER

CC

- Internet is required for accessing every data
- User’s bugdet couldn’t be stable at all the time
- User have enter the non-digital transaction mannually

5. AVAILABLE SOLUTIONS

AS

- Instead of this application user can maintain a Note and Pen or Excel
- Expenses tracker is available for both Andriod and IOS

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- To Keep track of digital and non-digital expenses
- Human error may be happen
- The categories for the expenses are made use of the customer

9. PROBLEM ROOT CAUSE

RC

- Improper planning of expenses
- No graphical representation to track their expenses
- Save lots of money

7. BEHAVIOUR

BE

- Should reduce the unwanted spending the money
- Make use of the software tool to manage the expenses everyday

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

Known about the daily expenses will save the money.

10. YOUR SOLUTION

SL

- To make it access the application of anytime and anywhere
- Alert Notification through the email through sendgrid
- Get the graphical representation of their expenses
- Create the own bugdet plan of the month

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE
Maintaining the excel sheet and expenses tracker applications of Websites or Android Application

8.2 OFFLINE

Maintaining the in dairy of pen and paper tranditional method

Extract online & offline CH of BE

4. EMOTIONS: BEFORE / AFTER

EM

Before: Feel , Fear , Confused of a expenses
After: Relief , Confident ,Composed of expenses