1.CUSTOMER SEGMENT

J&P

6. CUSTOMER

5. AVAILABLE SOLUTIONS



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

- 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

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

2. JOBS-TO-BE-DONE / PROBLEMS

- 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

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

7. BEHAVIOUR

BE

CH

Extract online & offline CH of BE

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

3. TRIGGERS

Known about the daily expenses will save the money.

TR

 \mathbf{EM}

10. YOUR SOLUTION

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

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

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

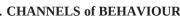
8.2 OFFLINE

tranditional method

4. EMOTIONS: BEFORE / AFTER

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





Maintaining the in dairy of pen and paper