

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><div>• Device with internet connection</div><div>• Subscription payment</div></div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>PROS & CONS</div><div>AS</div></div><div><div><div>• Goodbudget - free but manual entry of transactions</div><div>• Mint - free & wrong categorization</div><div>• Spendee - many kind of integration but paid</div></div></div></div>	Explore AS, differentiate
	<div><div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>PR</div></div><div><div><div>• People want to track their expenses everyday and</div><div>• Some people also want to track it especially on some occasions</div></div></div></div>	<div><div>9. PROBLEM ROOT / CAUSE<div>RC</div></div><div><div><div>• Its hard for the people to manage their financial expenses by keep tracking manually.</div><div>• This makes them to exceed the actual budget that they made.</div></div></div></div>	<div><div>7. BEHAVIOR + ITS INTENSITY<div>BE</div></div><div><div><div>• People tend to avoid tracking the spendings and worry when they come to know about it.</div><div>• People who try to do it manually will end up leaving some spendings.</div></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><div>• People are not aware about the existing solutions especially in India.</div><div>• Providing a visualization about how they spend makes the people to decide easily.</div><div>• Free for sometime and show the results.(retain & premium users)</div></div></div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div><div><div>• Build an application to track their expenses seamlessly.</div><div>• Allow users to access it for free and make them realize how useful to save money.</div></div></div></div>	<div><div>8. CHANNELS of BEHAVIOR<div>CH</div></div><div><div>ONLINE</div><div><div><div>• Social media advertisements (especially Linkedin as the users are more of working professionals and students)</div><div>• Lifestyle influencers would be a great choice</div></div></div></div></div>	Extract online & offline CH of BE
	<div><div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div></div><div><div><div>• People are worried when the exceed the actual budget and not for saving it.</div><div>• People will be able to track their expenses and bad situations related to financial management.</div></div></div></div>		<div><div>OFFLINE</div><div><div><div>• Word of mouth</div></div></div></div>	