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1. CUSTOMER SEGMENT(S)



- Customers those who spend money unwontedly and to track their expenses.
- Customer those who can't remember their expense.
- Those who expecting to track their expense via statistics.

6. CUSTOMER CONSTRAINTS

track the expense.



- Customer should use UPI or Net-Banking to
- If the money is spend through cash customer must add the expense in the application.

5. AVAILABLE SOLUTIONS



Explore AS, differentiate

• SPENDEE Application available both android and the ios.

2. JOBS-TO-BE-DONE / PROBLEMS



- The main Intention of the application is to track the expense and provide statistics of expenses
- It provides statistics based on categories of expenses.
- To include money spend through cash, bank cheque's etc.

9. PROBLEM ROOT CAUSE



- The Main problem is gathering the data from the UPI apps or Nat-Banking application.
- This will act as the main problem of the application.
- Laziness of the customer to add the expense done through cash in the application.

7. BEHAVIOUR



- Customer should responsibly add the expenses done through off-line mode.
- To assure the data safety to the user.

3. TRIGGERS



• Customer may think, they spend more money and no saving.

10. YOUR SOLUTION

expense tracker.



- Design a cloud based web Application of the
- Provide statistic of the expense done by the user through the graphs or charts.
- Providing email alerts if the total expense exceed the limit.

8.CHANNELS of BEHAVIOUR

- In Online mode user don't have more work user need to set the maximum expense limit.
- In Off-line mode user should responsibly add the expenses done through cash

4. EMOTIONS: BEFORE / AFTER



- **BEFORE:** No Savings.
- AFTER: Few saving due to expense tracking application.

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