

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Budget conscious consumers who want a comprehensive financial app.</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>By spending 50% of your salary on your needs and 30% on your wants, you can make sure you're not spending too much on things you</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Which solutions are available to the customers when they face the problem</div> <div>Having a budget lets you see how you're going month to month, and year to year. So it is easier to stay on top of expenses and save for the things you enjoy</div> <div>AS</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Tracking your spending on a regular basis can give you an accurate picture of where your money is going — and where you'd like it to go instead</div> <div>JB</div>	<div>4. PROBLEM ROOT CAUSE</div> <div>an expense tracker is a software or application that helps to keep an accurate record of your money inflow and outflow.</div> <div>RC</div>	<div>7. BEHAVIOUR</div> <div>you can automate the calculations for frequent travel expenses of your employees.</div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS</div> <div>With multiple benefits of owning an expense tracking app for your business, the immediate question that might pop in your head is shall I go with a ready-made.</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>Having a budget lets you see how you're going month to month, and year to year. So it is easier to stay on top of expenses and save for the things you enjoy.</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE Transaction Receipts: Capture and organize your payment receipts to keep track of your expenditure.</div> <div>8.2 OFFLINE Track your expenses anywhere, anytime.</div> <div>CH</div>
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	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Quick settlement of claims and reduced human errors with an automated and streamlined billing process.</div>		
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