

	<b>1. CUSTOMER SEGMENTS</b> <ul style="list-style-type: none"><li>Working employees</li><li>People who wish to manage their expenses</li></ul>	<b>6. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"><li>Budget</li><li>No cash</li></ul>	<b>5. AVAILABLE SOLUTIONS</b> <p><b>PAST:</b> Peoples in the past use a manual ledger or a note to track their expenses.</p> <p><b>PRESENT:</b> Now peoples are using their mobile phones or other devices to keep track of their expenses.</p> <p><b>PROS:</b></p> <ul style="list-style-type: none"><li>Expenses are categorized.</li><li>Expenses is added into separate category and we can set limit for it.</li></ul>	
	<b>2. JOBS TO BE DONE</b> <p>The user interface of the app is comfortable for the all the users. They can use the app effectively. If they have any queries or doubts in using the app they can use the help desk.</p>	<b>9.PROBLEM ROOT CAUSE</b> <p>People are spending their money in most of the things. So they feel difficult to keep track of it. To keep track of their balance and to make the money spend in a limited way expense trackers are designed.</p>	<b>7. BEHAVIOUR</b> <p>Customers add their balance in the wallet. They add their expenses in the available categories. They can also add new categories and add their expenses. Users set a limit for a category and they are notified with the email when the limit exceeds.</p>	
	<b>3. TRIGGERS</b> <p>Seeing their friends or colleges having an effective money management.</p> <b>4. EMOTIONS: BEFORE / AFTER</b> <p>Customers feel confident and feels great in managing money.</p>	<b>10 SOLUTION</b> <p>Track their balance. Shows where they spend most of their amount. So that the customers can limit their amount in their next spend.</p>	<b>8. CHANNELS OF BEHAVIOUR</b> <p><b>ONLINE</b> Customers add their balance to the wallet.</p> <p><b>OFFLINE</b> Customers can add new categories in the tracker. They get an alert mail when the limit exceeds.</p>	