

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Calculative and young adults who are just beginning to earn and handle expenses.</p> <p>Extravagant spender or frequent traveler.</p> <p>Working and Earning People.</p> <p>Old people to keep track of when, where and how much they spend</p> <p>A Kid who is saving each and every Penny.</p> <p>Social Media Influencers.</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>Keep an eye on daily expenses.</p> <p>Go with the Current-trend in Technology.</p> <p>Data Confidentiality Data Integrity Data Availability.</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>Tracking expenses via Pen and diary.</p> <p>Hiring an Accountant to manage the expenses.</p> <p>Random notes lack consistency and there is no proper order or exact details when needed.</p> <p>Calculations done manually and there is no proper record of consolidated effect of spending habits to reflect and improve upon.</p>	Explore AS, differentiate
	Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>To develop an application that can easily manage the calculations and tracking instead of doing it manually</p> <p>To notify people on the time while the budgeting limit they set exceeds so that they can be aware of their expenses.</p> <p>To make users find the expenditure that they make on various areas.</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>Users need to analyze their spendings on each and every area.</p> <p>To manage the spendings within the budget to save for future purposes.</p> <p>Keeping track of cash flow is essential for basic money management, and future planning.</p>	<p>7. BEHAVIOUR BE</p> <p>Users have to enter their total income of the month.</p> <p>Plan the budget and save it at the beginning of every month</p> <p>Set a target amount for savings at the end of the month</p> <p>Update after each and every spending after it is made.</p>

<p>3. TRIGGERS TR</p> <p>People who don't manage their money will always work for those who do.</p> <p>People who are financially stable and successful, better life choices made possible with minimal effort and careful spending.</p>	<p>10. YOUR SOLUTION SL</p> <p>Constant notifications and updates and being able to view their records and analyze gives users the control over their finances.</p> <p>Security Mechanisms will be improved, inorder to maintain the data integrity.</p> <p>Backup and Recovery Options have to be included.</p> <p>Visualization tools have to be included. i.e Bar,Pie,Line chart etc.</p>	<p>8.CHANNELS of BEHAVIOR CH</p> <p>8.1 ONLINE They monitor and analyze for better options and improve their finance</p> <p>8.2 OFFLINE Be more aware and stable to make better financial decisions</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before: Chaotic and freaked or overwhelmed by their situation and expenses, unable to track and control .</p> <p>After: In control and confident and more aware of their situations. Stress free and planned and settled. No more insecurity.</p>		