

o CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div> <div><div>-person who make budget</div><div>-person who needs to track their daily expenses</div><div>-person who makes weekly or monthly budget</div><div>-persons who makes more expenses than their income</div></div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div> <div><div>-Stable Network Connection</div><div>-Customers must provide their expense information</div><div>-subscriptions</div></div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div> <div><div>- User friendly interface.</div><div>- Avoiding misleading ads</div></div>	F o c J&P, tap into BE, un & P , t a
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div><div>- User Data security</div><div>- Backup and Restore all information</div><div>- Alerts given based expense limit</div></div>	<div>9. PROBLEM ROOT CAUSE</div> <div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div> <div><div>- People need to have internet to access the Application.</div><div>- People need to mention expense and income everytime they make a transaction.</div><div>- While they enter the data, they must remember all the payment they made for the day</div></div>	<div>7. BEHAVIOUR</div> <div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div> <div><div>- User may get confused of their transactions They made.</div><div>- People skip half of the payment they made for day</div></div>	

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Seeing good financial management and their benefits.
- Guide them and make them aware about their daily expenses

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- Before using this application they were spending their expenses lavishly
- After using this application they are more focused and concentrated about their expenses they make

TR

10. YOUR SOLUTION

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- Generate monthly report and forecast budget for the users
- we will provide two modes
- Manual mode -- where the user needs to enter the data manually.
- Automatic mode -- where the data will get updated automatically

SL

8. CHANNELS of BEHAVIOUR

ONLINE

What kind of actions do customers take online? Extract online channels from #7

- Their daily expense gets updated to the cloud

OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Their daily expense budget calculation will be done

CH