PERSONAL EXPENSE TRACKER APPLICATION

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

To help the person who is busy and doesn't care about the expenses regularly and keep track of it and will notify them.

6. CUSTOMER `CC`

- This application will be supported by most of the devices.
- This solution also provide insights on their expenses in a graphical way

5. AVAILABLE SOLUTIONS `AS`

- Customers have used notes or paper to keep track of their expenses.
- Personal expense tracker developed in this project is an alternative.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- User needs to add their monthly income and their monthly expenses.
- They need to set a limit for the amount to be used for that month.
- If the limit exceeds user will get notified with an email alert.
- In the month end user will get monthly expenditure graph.

9. PROBLEM ROOT CAUSE `RC`

- Due to lot of payment options, customer tends to forget where or when they have spend their money.
- By tracking their expense they can save money.
- They can save lot of time and money.

7. BEHAVIOUR `BE`

- User believes more in manual expenditure tracking rather than virtual application tracking.
- User will exhibit this behaviour until they trust this application.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS `TR`

Users can know their money is being spent.

4. EMOTIONS: BEFORE / AFTER `EM`

They will be able to track their income and expense made by them.

10. YOUR SOLUTION `SL`

- If the user spends large amount of money in a particular area continuously, we will notify them to reduce the spending in that particular area.
- To provide insights on their spending in a graphical way based on categories.

8. CHANNELS of BEHAVIOUR `CH`

- User will take actions as track their expenses in offline.
- All the data are secured and being uploaded in the cloud storage.

Extract online & offline CH of BE