

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS Common People in need of financial management	6. CUSTOMER LIMITATIONS CC Available Devices Network Connection	5. AVAILABLE SOLUTIONS AS Calculating the total spendings of the user Alerting the user nearing the budget Notifying the user of spending above budget Providing useful financial tips for better savings Providing reports for assessments	Explore AS, Focus on J&P, tap into BE, understand
	2. JOBS-TO-BE-DONE / PROBLEMS PR Reduction of manual calculations and Promoting healthy spending behaviour Adding and updating spendings in various categories Maintaining a monthly budget	9. PROBLEM ROOT / CAUSE RC No complete and easy solution to keep track of daily expenditure Overspending without proper Management Lack of Financial Knowledge Error prone Time consuming	7. BEHAVIOUR BE Enquire the people in the neighbourhood or acquaintances Get reference from Experts with good knowledge in finance domain	
	3. TRIGGERS TO ACT TR Monotonous and error prone	10. YOUR SOLUTION SL A web application allows users to maintain a digital automated diary. It takes the income of a user and manages expenses so that the user can save money. If the user exceeds allowed amount, it will give a warning. If you spend less money than allowed amount, the money left after spending is added to the user's savings. The application generates a report of the expenses at each end of the month.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Immediate accessibility irrespective of place and time	Extract online & offline CH of BE
Identify strong TR & EM	4. EMOTIONS: BEFORE / AFTER EM Before : Frustrated , Breaking Head After : Stress Free , In control		8.2 OFFLINE Access of previously downloaded information	