

Define CS, fit into CC		Explore AS, differentiate			
1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids	CS	6. CUSTOMER CONSTRAINTS 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.	CC	5. AVAILABLE SOLUTIONS 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	AS
<p>Peoples who wish to track their expenses like,</p> <ul style="list-style-type: none">WorkersStudent		<p>1. Tracking future expenditure ideas.</p> <p>2. Data privacy and security.</p> <p>3. Adding Bank details.</p>		<p>Customer have to uses notes or paper to keep track their expenses or uses his mind.</p>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC			
2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	J&P	9. PROBLEM ROOT CAUSE 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.	RC	7. BEHAVIOUR 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)	BE
<p>➤ People have to track their expenses regularly.</p> <p>➤ They need to keep the receipts and bills to calculate the money spent.</p> <p>➤ Also they need manual calculations</p>		<p>1. Due to lot of payments options, customers tends to forget when and where they spent.</p> <p>2. By tracking expenses they can save money and Time</p>		<p>1.Customer tries to keep track of their expenses on memory or note it in some papers and uses manual calculations. It may consumes time.</p>	
Identify strong TR & EM		Identify strong TR & EM			
3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.	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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.	SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7	CH
<p>1.When customer spend too much and exceeds the budget he cannot save for future.</p>		<p>1.A Expenses Tracker App which keeps track of the expenses. This system attempts to free the user and avoids the manual calculations.</p> <p>2. No one alerts if their spending exceeds the budget.</p>		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.	
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.				<p>1.Manual entry in Google sheets and keep tracks the history of the payments app.</p> <p>2.Also collects all the bills and receipts.</p>	
<p>BEFORE: AFTER:</p> <p>1. Insecure 1. Peace</p> <p>2. Curious 2. Confident</p> <p>3. Doubtful 3.Happy</p>					

