Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

people who wants reduce extravagant usage of money

6. CUSTOMER CONSTRAINTS — CC

Maximum usage of money per day is 150

5. AVAILABLE SOLUTIONS — AS

shop where discounts are provided;
usage of google pay since via physical payment the vendor may give any product instead of giving change;
buy the groceries in a small store where the products will be cheap and fresh, whereas in high end supermarkets the same quantity of products is very high rated.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

use our app to keep track on your expenses
reduce the unwanted usage of money
learn to be simple

9. PROBLEM ROOT CAUSE — RC

He or She likes to live a luxurious life despite of their low salary
Trying to buy a new things even if it is available already

7. BEHAVIOUR — BE

spend money in necessary things,
Avoiding extravagant usage of money

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

Identify strong TR & EM

3. TRIGGERS — TR

He or She wasn't able to save money for emergency use whereas others are able to overcome the problem

4. EMOTIONS: BEFORE / AFTER — EM

Before using this because of this problem the money i had kept was drained in a drastic way
After using this, my money usage is reduced and i saved money

10. YOUR SOLUTION — SL

set the default limit of usage of money to 150 and it can be adjusted upto 350
trying ways to reduce usage of money

8. CHANNELS of BEHAVIOUR — CH

ONLINE
    Use of google pay should have a limit of how much we used

OFFLINE
    set daily usage of money to 150

Extract online & offline CH of BE

AMALTAMA