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|-------------------------|--|---|--|-----------------------------------|
| Define CS, fit into CC | <div><div>1. CUSTOMER SEGMENT(S)<div>Who is youi customei?</div><div>The main customers for our project are:<div><div>Businessman</div><div>Home makers</div><div>Professionals</div></div></div></div></div> <div>CS</div> | <div><div>6. CUSTOMER CONSTRAINTS<div>What constaints pievent youi customeis fíom taking action oi limit theií choices of solutions?</div><div>Most of them don’t have a reminder to warn them of their expenses and help to overcome the high expenses. Managing money is tedious in their day-to-day activities. Network connections</div></div></div> <div>CC</div> | <div><div>5. AVAILABLE SOLUTIONS<div>Which solutions aie available to the customeis when they face the problem oi need to get the job done? What have they tíed in the past? What píos & cons do these solutions have?</div><div>Pen & Paper tracking. Notion expense tracking. Tracking using Google sheet.</div></div></div> <div>AS</div> | Explore AS, differentiate |
| | | | | |
| Focus on J&P, tap into | <div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (oi píoblems) do you addíess foi youi customeis? Iñheíe could be moíe than one; expíoiie díffíeíent sídes.</div><div>To add and update the daily expenses. Alerts user when they exceed the budget limit. Solve unexpected expenses and financial anxiety. Lack of awareness.</div></div></div> <div>J&P</div> | <div><div>9. PROBLEM ROOT CAUSE<div>What is the íeal íeason that this píoblem exísts? What is the back stoíy behind the need to do this job? i.e., customeis have to do it because of the change in íegulations.</div><div>Manual work consumes time and error prone It often leads them to spend extra, and it will lead them to a financial crisis</div></div></div> <div>RC</div> | <div><div>7. BEHAVIOUR<div>What does youi customei do to addíess the píoblem and get the job done? i.e., dííeíctly íelated: fínd the ííght solai píanel ínstalleí, calculate usage and benefits; índíeíctly associated: customeis spend íree tíme on volúnteeríng woík (i.e. Greenpeace)</div><div>Get feedback and user’s experience from customers who are using the application. To develop a web application which includes all the factors to keep track of their expenses.</div></div></div> <div>BE</div> | Focus on J&P, tap int C |
| | | | | |
| Identify strong TR & EM | <div><div>3. TRIGGERS<div>What tíggeís customeis to act? i.e., seeing theií neíghboís ínstallíng solai píannels, íeadíng about a moíe eíffíeíent solútion in the news.</div><div>People interested in managing the money and who likes to keep a track on it.</div></div></div> <div>TR</div> | <div><div>10. YOUR SOLUTION<div>If you aíe woíkíng on an exístíng bússíness, wíte down youi cúríeínt solútion fírst, fíll in the canvas, and check how much it fíts íeality.</div><div>Helps in periodical budgeting for different categories. Alerts when expenses go beyond budget limit. This help users to save money and avoid unnecessary activities.</div></div></div> <div>SL</div> | <div><div>8. CHANNELS OF BEHAVIOUR<div>8.1 ONLINE<div>What kínd of actions do customeis take online? Ex tíact online channels fíom 7 Immediate accessibility irrespective of place and time. Google advertisements.</div><div>8.2 OFFLINE<div>What kínd of actions do customeis take offline? Ex tíact offline channels fíom 7 and use them foi customeí development. Access of previously downloaded information Recommendation from the customers.</div></div></div></div><div>CH</div></div> | Extract online & offline CH of BE |
| | <div><div>4. EMOTIONS: BEFORE / AFTER<div>How do customeis feel when they face a píoblem oi a job and afteíwáíds?</div><div>Before: Fear, Hopeless, Depressed After: Confident, Aware</div></div></div> <div>EM</div> | | | |