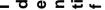
 CUSTOMER SEGMENT(S) People who are struggling to CS track their expenses are our customers. One who wants to manage the money they earn. 	 6. CUSTOMER CONSTRAINTS Accessing of particular features needs premium account. Internet connection. 	 5. AVAILABLE SOLUTIONS Usage of manual notes by noting down every spent expenses. Keeping the bills. 	Explore AS, differ Fo
 2. JOBS-TO-BE-DONE/PROBLEMS There might be manual error in the expenses calculation process and lack of expense history maintenance. In paper-based expense tracker it is difficult to track our monthly expenses manually. This records may get lost in case of any obstacles. 	 9. PROBLEM ROOT CAUSE Less focus on career and development. Being unconscious while spending money. Not having much knowledge on financial stability. Real-time tracking is difficult for physical mode of payment. 	 Customers get unlimited access to their calculation or they may create notes on their mobile. This approach makes it very simple and really beneficial to estimate their expenditure and needs. 	Focus on J&P, tap into BE, understand RC



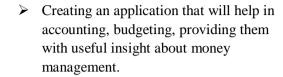
3. TRIGGERS

- > It can create awareness among common people about their income and expenses.
- ➤ It reduces time rather than entering details manually.
- Seeing others using their money wisely. TR

4. EMOTIONS: BEFORE / AFTER

- Difficulty in managing their money and being unaware of their monthly expenses that they have spent daily-Before
- ➤ Efficient way to tackle and manage their important expenses with more security and can also have a proper budget to spend their expenses-After

10. YOUR SOLUTION



➤ This app brings high security and real time tracking of expenses done by the user.

8. CHANNELS OF BEHAVIOUR



8.1 ONLINE

SL

- > Real-time notification for un-tracked expenses is not available.
- > Researched on available application features.

8.2 OFFLINE

Got ideas from people to get to know their actual needs.