

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)</div> <div><div>➤ People who are struggling to track their expenses are our customers.</div><div>➤ One who wants to manage the money they earn.</div></div>	<div>6. CUSTOMER CONSTRAINTS</div> <div><div>➤ Accessing of particular features needs premium account.</div><div>➤ Internet connection.</div></div>	<div>5. AVAILABLE SOLUTIONS</div> <div><div>➤ Usage of manual notes by noting down every spent expenses.</div><div>➤ Keeping the bills.</div></div>	Explore AS, differ
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div><div>➤ There might be manual error in the expenses calculation process and lack of expense history maintenance.</div><div>➤ In paper-based expense tracker it is difficult to track our monthly expenses manually.</div><div>➤ This records may get lost in case of any obstacles.</div></div>	<div>9. PROBLEM ROOT CAUSE</div> <div><div>➤ Less focus on career and development.</div><div>➤ Being unconscious while spending money.</div><div>➤ Not having much knowledge on financial stability.</div><div>➤ Real-time tracking is difficult for physical mode of payment.</div></div>	<div>7. BEHAVIOUR</div> <div><div>➤ Customers get unlimited access to their calculation or they may create notes on their mobile.</div><div>➤ This approach makes it very simple and really beneficial to estimate their expenditure and needs.</div></div>	Focus on J&P, tap into BE, understand RC

<p><b>3. TRIGGERS</b></p> <ul style="list-style-type: none"> <li>➤ It can create awareness among common people about their income and expenses.</li> <li>➤ It reduces time rather than entering details manually.</li> <li>➤ Seeing others using their money wisely. <b>TR</b></li> </ul>	<p><b>10. YOUR SOLUTION</b> <b>SL</b></p> <ul style="list-style-type: none"> <li>➤ Creating an application that will help in accounting, budgeting, providing them with useful insight about money management.</li> <li>➤ This app brings high security and real time tracking of expenses done by the user.</li> </ul>	<p><b>8. CHANNELS OF BEHAVIOUR</b> <b>CH</b></p> <p>8.1 <b>ONLINE</b></p> <ul style="list-style-type: none"> <li>➤ Real-time notification for un-tracked expenses is not available.</li> <li>➤ Researched on available application features.</li> </ul> <p>8.2 <b>OFFLINE</b></p> <ul style="list-style-type: none"> <li>➤ Got ideas from people to get to know their actual needs.</li> </ul>
<p><b>4. EMOTIONS: BEFORE / AFTER</b></p> <ul style="list-style-type: none"> <li>➤ Difficulty in managing their money and being unaware of their monthly expenses that they have spent daily-Before</li> <li>➤ Efficient way to tackle and manage their important expenses with more security and can also have a proper budget to spend their expenses-After <b>EM</b></li> </ul>		