

DefineCS,fitintoCC	<div>1.CUSTOMERSEGMENT(S)) Whoisyourcustomer? -People who felt ease for tracking expense</div>	<div>6.CUSTOMERCONSTRAINT Whatconstraintspreventyourcustomersfromtakingactionorlimittheirchoices ofsolutions?i.e.spendingpower,budget,nocash,networkconnection,availabledevices. -Insufficient report visibility -Expense policy management and enforcement</div>	<div>5.AVAILABLESOLUTIONS Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros&consdothesesolutionshave ?i.e.penandpaperisanalternativetodigitalnotetaking -Easy to use mobile app that minimize data entry time -Solid customization</div>	ExploreAS,differentiate
	<div>2.JOBS-TO-BE-DONE/PROBLEMS Whichjobs-to-be-done(orproblems) -Stick to their monthly expense -Know about save and spend</div>	<div>9.PROBLEMROOTCAUSE What is the real reason that this problem exists? -Customer need to do it to avoid unexpected expense and wastage of money</div>	<div>7.BEHAVIOUR Whatdoesyourcustomerdotoaddresstheproblem andgetthejobdone? usage and benefits; -Save the time of customer -Create balanced budget</div>	
	<div>3.TRIGGERS Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstallingsolarpanels,r eadingaboutamoreefficientsolutioninthenews. -Face monthly crisis -Aware about daily expense</div>	<div>10.YOURSOLUTION Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionfirst,fillinthe canvas, andcheckhowmuchitfitsreality. Ifyouareworkingonanewbusinessproposition,thenkeepitblankuntilyoufillinthe canvas and come up with a solution that fits within customer limitations,solvesaproblemandmatchescustomerbehaviour. -Provide better tracking applications that enable administrations to set expense policies -Enable detailed drill-down reports across a broad range of matrix for real time analysis</div>	<div>8. CHANNELSofBEHAVIOUR 8.1 ONLINE Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7 -Use cloud based software -Use personal tracking app 8.2 OFFLINE Whatkindofactionsdocustomerstakeoffline?Extractofflinechannelsfrom#7andus ethemforcustomerdevelopment. -Marketing actions like traditional marketing that do not involves internet</div>	
Focus onJ&P,tapintoBE,understandRC	<div>4.EMOTIONS:BEFORE/AFTER Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards? i.e.lost,insecure>confident,incontrol-useitinyourcommunicationstrategy&design. -People no need to worry about misplaced receipts and paper traits</div>			Focus onJ&P,tapintoBE,understandRC
IdentifystrongTR&EM				Extractonline&offlineCHofBE