

Define CS, fit	<b>1. CUSTOMER SEGMENT(S)</b> <ul style="list-style-type: none"> <li>Working Individuals</li> <li>Entrepreneur</li> <li>Budget conscious consumer</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"> <li>Internet Access</li> <li>Device to access the application</li> <li>Data privacy</li> <li>Cost of existing application</li> <li>Trust</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <ul style="list-style-type: none"> <li>Expense daily or Excel sheet</li> </ul> <p>PROS: Have to make a note daily which helps to be constantly aware</p> <p>CONS: Inconvenient ,takes a lot of time</p>	Explore AS,				
Focus on J&P, tap into BE,	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <ul style="list-style-type: none"> <li>To keep track of money lent</li> <li>To keep track of daily transaction</li> <li>Alert when a threshold limit is reached</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>Reckless spending</li> <li>Indecisive about the finances</li> <li>Procrastination</li> <li>Difficult to maintain a note of daily spending</li> </ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"> <li>Make a note of the expenses on a regular basis</li> <li>Completely reduce spending all of the savings</li> <li>Make use of online tool to interpret monthly expense patterns</li> </ul>	Focus on J&P, tap into BE,				
	<b>3. TRIGGERS</b> <ul style="list-style-type: none"> <li>Excessive spending</li> <li>No money in case of emergency</li> </ul>	<b>10. YOUR SOLUTION</b> <p>Creating an application to manage the expenses of an individual in an efficient and manageable manner, as compared to traditional methods</p>	<b>8. CHANNELS of BEHAVIOUR</b> <p><b>8.1 ONLINE</b> Maintain excel sheet and use visualizing tools</p> <p><b>8.1OFFLINE</b> Maintain an expense daily</p>					
	<b>4. EMOTIONS: BEFORE / AFTER</b> <table border="0"> <thead> <tr> <th>Before</th> <th>After</th> </tr> </thead> <tbody> <tr> <td>Anxious</td> <td>Confident</td> </tr> <tr> <td>Confused</td> <td>Composed</td> </tr> <tr> <td>Fear</td> <td>Calm</td> </tr> </tbody> </table>				Before	After	Anxious	Confident
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