

Define CS, fit into CC	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Working peoples, College students, School students, Homemaker, Common peoples and Businessman.</p>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>—</span></p> <p>No need to remind the expenses in all the time, no need to enter in the confused Excel sheets, No need to write the budget in notebooks.</p>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>—</span></p> <p>Connecting the bank account, Categories, E wallets, Privacy and Security, Alerts and Reminders.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p><b>Jobs to done</b> – If you install this money manager app daily expenses can be easily track no need any confused Excel sheets no need it to remind all.</p> <p><b>Problems</b> – The customer is suffering in using Excel sheets for budgeting and write the budget in note.</p>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>It is difficult to track the expenses when it is written in notebooks and it is difficult to maintain the expenses if the app is not used.</p>	<p><b>7. BEHAVIOUR</b></p> <p>It is easy to access , High availability , User friendly.</p>	Focus on J&P, tap into BE, understand RC

<p><b>3. TRIGGERS</b></p> <p><b>TR</b></p> <p>The alerts and reminders are there in this app. These type of features triggers to install the app.</p>	<p><b>10. YOUR SOLUTION</b></p> <p><b>SL</b></p> <p>Creating an app with more categories and this app is used for tracking the cash flow and the alerts and reminders will that to not to exceed the salary limit.</p>	<p><b>8. CHANNELS of BEHAVIOUR</b></p> <p><b>CH</b></p> <p><b>ONLINE:</b></p> <p>It is easy to access, High availability, User friendly.</p> <p><b>OFFLINE:</b></p> <p>User doesn't have a learners in spending money.</p>
<p><b>4. EMOTIONS: BEFORE / AFTER</b></p> <p><b>EM</b></p> <p><b>BEFORE:</b></p> <p>The customer frustrated under disappointment on spending monthly expenses.</p> <p><b>AFTER:</b></p> <p>After implementing this app the customer is alerted in spending money.</p>		