

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT (S)<div>CS</div></div> <div>Customer manages their expenses in manual calculation and some tools.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div>Customer wants the application user friendly and more secure &amp; fast.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp;</div>The important solution that we suggest is if the expense amount limit exceeds .Alert E-Mail message will Sent.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div>It stores the account details and the contact details of the customer to perform the Expense tracking application.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Due to busy schedule of the customer difficult to track the expenses.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits;</div>Focus on report it is easy to analysis customer's expense cost and plan accordingly.</div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div></div> <div>Customer Spending unwanted money by seeing some Neighbors, Television commercials etc.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>This application keeps track on all your spending without a manual calculation. It works on anytime and anywhere. To minimize the human error, prevent data loss and secure transaction</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div><div>ONLINE</div>General budget tracking application is done by the customers in a number of web channels</div> <div>OFFLINE</div> Customer can control them self in spending unnecessary money on certain things by using personal expense tracking application.	Identify strong TR & EM
Identify strong TR & EM	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Customer finds difficult to keep their transaction receipt but making use of this application that is avoided</div>			

