Problem-Solution fit canvas 2.0

purpose

Define CS, fit into

1. CUSTOMER SEGMENT(S) `CS`

1. The people who can't able to control there expenses
2. The Students or freshers who are willing to develope their finanacial skills.
3. The people who have habit of noting their expenses in the diary or personal note
4. The people who are constantly stressed and worried about their finances

6. CUSTOMER `CC`

1. Lack of efficient available applications to track their expenses.
2. Lack of awareness because of no proper marketing
3. Find difficulty in user interface

5. AVAILABLE SOLUTION `AS`

1. Keep tracking there expenses using manual method
2. Noting down there expenses using a note or dairy
3. This method it consumes a lot of time and also there might be a lot of calculation errors.

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

1. Prioritize Your Spending
2. Become Aware of Poor Spending Habits
3. Saving and Investment

9. PROBLEM ROOT CAUSE `RC`

1. You have no control over money
2. You have no fiancial goal
3. You spend and and save in haphazard manner
4. You don't have funds for emergencies

7. BEHAVIOUR `BE`

1. Use the right application to keep the track of there expenses
2. And beware from the fraud
3. Enter the monthly income and amount spent details

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS `TR`

1. By developing user friendly application to attract the customers
2. By improving the security and

4. EMOTIONS: BEFORE / AFTER `EM`

1. By improving there savings
2. Finding and reducing there unnecessary expenses

10. YOUR SOLUTION `SL`

Finding the requirements of the customer and getting the inputs and gets the proper ideation of the solution for the problem.
Then designing the solution for the problem.
According to the plan developing the application which is used to track the expenses of the customer.
The application should get the input such as monthly income and amount spent from the customers side and keep track of their expenses

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online?

Customers install the application from the internet.
And the application connects to the server using internet

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Customer uses the pen and paper to keep track of there expenses. And perform calculations manually.

Extract online & offline CH of BE