

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) The person who wants to analyze their daily expenses. One who spends more money lavishly.	6. CUSTOMER CONSTRAINTS Loss expense report Lack of available devices Manual adding of daily expenses	5. AVAILABLE SOLUTIONS Reduce the man power . Reduce the use of Pen and paper.	
	2. JOBS-TO-BE-DONE / PROBLEMS To notify them about their expenses. To keep the children expenses on track by the parents	9. PROBLEM ROOT CAUSE To track their daily expense Ability to provide valuable insights	7. BEHAVIOUR They will seek for the customer support. They will undergo mood swings due to the problem.	
	3. TRIGGERS Easy to handle Fast accessing of the reports To live a systematic lifestyle	10. YOUR SOLUTION Track our expenses Manage budgets Detailed insights of the savings and expenses	8. CHANNELS of BEHAVIOUR Quicker results Tension free Systematic savings and investments	
	4. EMOTIONS: BEFORE / AFTER Before Insecure Zero confidence Lavish spending of money After Secure Confident Time management and better savings			