

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS The person who is busy and couldn't manage their expenses regularly and we will keep track of the expenses regularly and will notify them.	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL Constant network connection	5. AVAILABLE SOLUTIONS PROS & CONS AS The application can be extended to include scanning of barcode on the price tag which decreases the effort of entering the data in the input fields. A notification system can be enabled in case when the expenses crosses over the income generated by the user to warn him or her about the situation.
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Personal finance applications will ask users to add their expenses and based on their expenses wallet balance will be updated which will be visible to the user. Also, users can get an analysis of their expenditure in graphical forms. They have an option to set a limit for the amount to be used for that particular month if the limit is exceeded the user will be notified with an email alert.	9. PROBLEM ROOT / CAUSE RC People think that their bank details might have sold to an unauthorised person. People think that their personal details might have sold	7. BEHAVIOR + ITS INTENSITY BE The customer believes more in manual tracking of their expenditure rather than virtual tracking applications. The customer will exhibit this behaviour until an authenticated application serves it's purpose rightly.
Focus on PR, tip into BE, understand RC	3. TRIGGERS TO ACT TR The customer is triggered by their surrounding talking about the approach of tracking the expenses.	10. YOUR SOLUTION SL The proposed system makes a novel attempt to track the user expenses daily and if their expenses exceeds the fixed budget we will notify them through mail and user will get an analysed report. If the user spends large amount of money in a particular area continuously, we will notify them to reduce the spending in that particular area.	8. CHANNELS of BEHAVIOR CH ONLINE The customer will exhibit this behaviour until an authenticated application serves it's purpose rightly.
	4. EMOTIONS BEFORE / AFTER EM BEFORE: Fear of spending lot of money and couldn't manage their expenses. AFTER: They can manage their expense regularly.		OFFLINE Maintain a separate diary, note the expenses at the moment and calculate the daily expenses at the end of the day.
Identify strong TR & EM		Extract online & offline CH of BE	