

Define CS, fit into CC	1. CUSTOMER SEGMENTS CS 1. Family consumers 2. Original Equipment Manufacturers 3. Businesses 4. Political and Government consumers	6. CUSTOMER CONSTRAINTS CC Some customers don't have no android. Even though some of them having but they do not know how to use.	5. AVAILABLE SOLUTIONS AS When they faced a problem, they used pen, paper and calculator. Pros is many automatic spending tracking software programs are available for free. Cons is Automated everything to do with your finances can make you financially lazy.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Provides a framework for defining, categorizing, capturing, and organizing all your customer's needs.	9. PROBLEM ROOT CAUSE RC 1. Tracking expenses will build a budget that works. 2. Monitor the spending to make sure monthly expenses are covered. 3. Even with a successful budget, check into ensure your spending plan is upto date.	7. BEHAVIOUR BE Listen carefully to what the customer has to say, and let them finish. Ask the customer, "What would be an acceptable solution to you?"	
Identify strong TR & EM	3. TRIGGERS TR Seeing their neighbour or friends installing the application in android, after seeing them getting benefit from this applications, now the new customer also install the applications.	10. YOUR SOLUTION SL The app features quick and easy on-screen filtering and file linking via E-mail. Live mileage tracking ensures no mileage or time spent travelling is lost. For time tracking, this expense tracker app can be used to customize rates hourly, daily or by visit. The app also makes it simple to calculate overtime.	8. CHANNELS OF BEHAVIOUR CH Meet customers on their terms. Enable self services. Improve the response time.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before using application they feel uncertain, after they used they feel positive and govern.		8.2 OFFLINE 1. Direct mail. 2. Industry magazines, papers and journals. 3. Advertising in print.	

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7