

Define CS, fit	1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none"> Working Individuals Entrepreneur Budget conscious consumer 	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> Internet Access Device to access the application Data privacy Cost of existing application Trust 	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none"> Expense daily or Excel sheet <p>PROS: Have to make a note daily which helps to be constantly aware CONS: Inconvenient ,takes a lot of time</p>	Explore AS,				
Focus on J&P, tap into BE.	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> To keep track of money lent To keep track of daily transaction Alert when a threshold limit is reached 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Reckless spending Indecisive about the finances Procrastination Difficult to maintain a note of daily spending 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Make a note of the expenses on a regular basis Completely reduce spending all of the savings Make use of online tool to interpret monthly expense patterns 	Focus on J&P, tap into BE.				
	3. TRIGGERS <ul style="list-style-type: none"> Excessive spending No money in case of emergency 	10. YOUR SOLUTION <p>Creating an application to manage the expenses of an individual in an efficient and manageable manner, as compared to traditional methods</p>	8. CHANNELS of BEHAVIOUR <p>8.1ONLINE Maintain excel sheet and use visualizing tools</p> <p>8.1OFFLINE Maintain an expense daily</p>					
	4. EMOTIONS: BEFORE / AFTER <table border="0"> <thead> <tr> <th>Before</th> <th>After</th> </tr> </thead> <tbody> <tr> <td>Anxious</td> <td>Confident</td> </tr> <tr> <td>Confused</td> <td>Composed</td> </tr> <tr> <td>Fear</td> <td>Calm</td> </tr> </tbody> </table>				Before	After	Anxious	Confident
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