

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. The person who getting monthly salary and home maker who are manage the monthly salary.</div><div>CS</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. It increases the saving amount and also it decreases the unnecessary expenditure.</div><div>CC</div></div>	<div>5. AVAILABLE SOLUTIONS<div>Which solutions are available to the customers when they face the problem  or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. Early stages they using pen and paper to calculate the amount and manage it. So, sometimes it may be miscalculation.</div><div>AS</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? Unnecessary expenditure and miscalculation</div><div></div></div>	<div>9. PROBLEM ROOT CAUSE<div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. Employees are very busy and they don't have enough time to calculate it</div><div>RC</div></div>	<div>7. BEHAVIOUR<div>What does your customer do to address the problem and get the job done?  i.e. Check your account statements, Categorize your expenses, Build your budget, Explore other expense trackers</div><div>BE</div></div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

<div>3. TRIGGERS<div>What triggers customers to act? Effective financial management requires the proper tracking of income and expenses, Keeping track of your expenses will help you work within your budget and make strategic investments in your business</div><div>TR</div></div>	<div>10. YOUR SOLUTION<div>Good budget is a money manager. This personal finance manager app atts as a proactive budget planner, assisting you in staying on top of your budget, bills, and finances</div><div>SL</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE What kind of actions do customers take online? Many apps are available but they are subscription model and they are costly.  8.2 OFFLINE What kind of actions do customers take offline? Use pen and paper and denote all details of the amount.</div><div>CH</div></div>
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