

Define CS, fit	<div>1. CUSOTMER SEGMENT(S)</div> <div><ul style="list-style-type: none">Working IndividualsEntrepreneurBudget conscious consumer</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div><ul style="list-style-type: none">Internet AccessDevice to access the applicationData privacyCost of existing applicationTrust</div>	<div>5. AVAILABLE SOLUTIONS</div> <div><ul style="list-style-type: none">Expense daily of Excel sheet<div>PROS: Have to make a note daily which helps to be constantly aware</div><div>CONS: Inconvenient ,takes a lot of time</div></div>	Explore AS,
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div><ul style="list-style-type: none">To keep track of money lentTo keep track of daily transactionAlert when a threshold limit is reached</div>	<div>9. PROBLEM ROOT CAUSE</div> <div><ul style="list-style-type: none">Reckless spendingIndecisive about the financesProcrastinationDifficult to maintain a note of daily spending</div>	<div>7. BEHAVIOUR</div> <div><ul style="list-style-type: none">Make a note of the expenses on a regular basisCompletely reduce spending all of the savingsMake use of online tool to interpret monthly expense patterns</div>	
Focus on J&P, tap into BE,	<div>3.TRIGGERS</div> <div><ul style="list-style-type: none">➤ Excessive spending➤ No money in case of emergency</div>	<div>10. YOUR SOLUTION</div> <div>Creating an application to manage the expenses of an individual in an efficientand manageable manner, as comparedto traditional methods</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div><div>8.1ONLINE</div><div>Maintain excel sheet and use visualizing tools</div><div>8.1OFFLINE</div><div>Maintain an expense daily</div></div>	Focus on J&P, tap into BE,
	<div>4. EMOTIONS: BEFORE /AFTER</div> <div><div>Before</div><div>After</div><div>Anxious</div><div>Confident</div><div>Confused</div><div>Composed</div><div>Fear</div><div>Calm</div></div>			

