

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Our customers are people who have trouble tracking their expenses and would like to have an interactive application that shows them constant reminders about spending limits and due dates of bill payments.	6. CUSTOMER CONSTRAINTS CC Customers may find trouble regarding adding their income and expenses, as they have to enter every record manually. Sometimes the reminders and alerts about their budgets and goals might become overwhelming and annoying. Users also must have certain financial knowledge for using the application.	5. AVAILABLE SOLUTIONS AS While tracking expenses manually, customers have to track it and do calculations manually. So our application aims at removing that problems. Pros: 1. Users can add their income and expenses and the app calculates the remaining balance, total amount spent by category and much more. 2. Users can add their payment dues and also their last dates so they will get reminders and alerts. Cons: 1. Manually enter every single transaction.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P In paper-based expense tracker system it is difficult to track our monthly expenses manually. The paper-based expense records may get lost very easily or even destroyed. Also people tend to forget their payment dates sometimes and get charged with late payment fees and interests.	9. PROBLEM ROOT CAUSE RC Written records are volatile and can be sometimes illegible as handwriting differs according to each person. So it can be hard to understand. Bill payment should be remained constantly as people forget about it during their daily life hustles.	7. BEHAVIOUR BE They may keep a temporary note on their mobile. People should know their budgets for each month and spend appropriately according to their goals. Manually track bills and payment dates maybe using sticky notes.	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Realizing that excessive spending leading to lack of money in case of emergencies Lack of Budgeting knowledge. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> A cloud-based web application which keeps track of user's personal expenses This system attempts to free the user with much of the burden of manual calculation and to keep track of the expenditure. Users just need to enter their day-to-day expenses. They also have an option to set their limit. If the expenditure exceeds that limit, notification will be sent through mail. 	8. CHANNELS of BEHAVIOR CH 8.1 ONLINE Less security and customer support. Real-time notification for un-tracked expenses is not available 8.2 OFFLINE Email alerts are disabled in offline mode as users are not connected to the internet.	Identify strong TR & EM

<div data-bbox="152 65 454 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="721 60 761 92" data-label="Image"></div> <div data-bbox="152 119 770 228" data-label="Text"><p>Before: Frustration, Confusion, Inadequate After: Boost , Feeling smart , Be an example for others</p></div>	<div data-bbox="853 49 1368 159" data-label="List-Group"><ul style="list-style-type: none">● Application enables users to add and track their bills and receive regular alerts on their due dates</div>	
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