Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

Person who try to manage their expenses in an efficient way

6. CUSTOMER CONSTRAINTS `CC`

What constraints prevent your customers from taking action or limit their choices?

No Internet Connection

5. AVAILABLE SOLUTIONS `AS`

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 & cons do these solutions have?

Note & pen system, Mind Calculation

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers?

- Large manual calculations are need to calculate the monthly expenses
- Human error may be happen

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job?

- Lack of tracking their expenses
- No graphical representation to track their expenses

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?

Easier for the user to follow the process of tracking expenses

Focus on J&P, tap into BE, understand RC

3. ſRIGGERS `ſR`

What tſiggeſs customeſs to act?

It ſeduces time ſatheſ than wſiting it manually in the

notebook

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4. EMOſIONS: BEſORE / AſſER `EM`

How do customeſs feel when they face a pſoblem oſ a job and afteſwaſd?

Befoſe: Difficult to tſack the expense and stſuggle to analyze theſi expenses afteſi spending it

Afteſi: Easy to tſack the expenses and gſaphical ſepſesentation allow them to undeſistand the expenses they made befoſe easily

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10. YOUR SOLUſION `SL`

- Cſeate a web application to tſack theſi expenses anywheſe at any time
- Get ſeal-time gſaphical ſepſesentation of theſi expenses
- Aleſt notification thſough email

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8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

What kind of actions do customeſs take online?

- ſſacking theſi expenses
- Getting detailed ſeviews fſom email notification

8.2 OſſLINE

What kind of actions do customeſs take offline?

Expoſt the data when online and use it in offline