

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>A Person who was to track all of his expenses.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div>1.Spending Mostly on online with and subscriptions</div><div>2. Don't have enough patience to enter every single transactions</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><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. pen and paper is an alternative to digital notetaking</div><div>expense tracker is a software or application that helps to keep an accurate record of your money inflow and outflow.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>The User wants to find the outflow of his cash by tracking with this application so that he can have a track of it</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div><div>Because of ignorance and a lack of tools, it is difficult for the client to keep track of their expenses</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div>If they have an idea on where all the money is spending the user can cut down unnecessary Expenses</div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, ree</div><div>As a person can easily connect with the pie chart and statistics he can visually see the data so that will trigger</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>Daily Expense Tracker System is a system which will keep a track of Income-Expense of a House-Wife on a day to day basics. And it saves money and gives alert message for over usage of money</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>Regular spending tracking is done by clients with the aid of numerous web channels.</div><div>OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Customers can cut back on spending on unnecessary items with the help of the Personal Expense Tracker application</div></div>	Focus on BE, understand RC
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>So it drags them to understand the concept and start using it</div></div>			
Identify strong TR & EM		Identify strong TR & EM		

