Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

Individuals who want to track their expenses (Working professionals, Students, etc.)

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

- Device with internet connection
- Subscription payment

5. AVAILABLE SOLUTIONS PROS & CONS `AS`

- Goodbudget - free but manual entry of transactions
- Mint - free & wrong categorization
- Spendee - many kind of integration but paid

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

- People want to track their expenses everyday and
- Some people also want to track it especially on some occasions

9. PROBLEM ROOT / CAUSE `RC`

- Its hard for the people to manage their financial expenses by keep tracking manually.
- This makes them to exceed the actual budget that they made.

7. BEHAVIOR + ITS INTENSITY `BE`

- People tend to avoid tracking the spendings and worry when they come to know about it.
- People who try to do it manually will end up leaving some spendings.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

- People are not aware about the existing solutions especially in India.
- Providing a visualization about how they spend makes the people to decide easily.
- Free for sometime and show the results.(retain & premium users)

4. EMOTIONS BEFORE / AFTER `EM`

- People are worried when the exceed the actual budget and not for saving it.
- People will be able to track their expenses and bad situations related to financial management.

10. YOUR SOLUTION `SL`

- Build an application to track their expenses seamlessly.
- Allow users to access it for free and make them realize how useful to save money.

8. CHANNELS of BEHAVIOR `CH`

ONLINE

- Social media advertisements (especially Linkedin as the users are more of working professionals and students)
- Lifestyle influencers would be a great choice

OFFLINE

- Word of mouth

Extract online & offline CH of BE