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|------------------------|---|--|---|---------------------------|
| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none"><li>Workers</li><li>Group of Organisations</li><li>College students</li><li>Everyone to track their expenses</li></ul></div>  | <div>5. CUSTOMER CONSTRAINTS<ul style="list-style-type: none"><li>Data privacy</li><li>Availability</li><li>Issues by network</li><li>Spending the money</li></ul></div>                             | <div>8. AVAILABLE SOLUTIONS<p>Recording the expenses in diary or note for checking the expenditure</p><p>Pros:</p><ul style="list-style-type: none"><li>No need to worry atleast for calculating</li></ul><p>Cons</p><ul style="list-style-type: none"><li>Some mistakes many happen when we do manually.</li></ul></div> | Explore AS, differentiate |
|                        | <div>2. JOBS-TO-BE-DONE / PROBLEMS<hr/><ul style="list-style-type: none"><li>Everyone to track their daily expense</li><li>They need to keep track of each and every spending they are doing.</li><li>Need to change the categories based on the needs.</li></ul></div> | <div>6. PROBLEM ROOT CAUSE<ul style="list-style-type: none"><li>The main cause for the problem is there is not alert for spending money</li><li>There is no limit for spending money</li></ul></div> | <div>9. BEHAVIOUR<ul style="list-style-type: none"><li>They should have some saving</li><li>They should have to collect proper receipts</li></ul></div>   |                           |

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| <div>3. TRIGGERS<ul style="list-style-type: none"><li>Lack of saving Knowledge</li><li>Lack of money in emergencies</li></ul></div> | <div>7. YOUR SOLUTION<div>SL</div><ul style="list-style-type: none"><li>We are going to create a cloud based application which is used to track the expenses of personal expenditure.</li><li>The main goal is where the user need to enter the daily expenses if the expenses exceeds the limit the notification will be sent.</li></ul></div> | <div>10.CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE<ul style="list-style-type: none"><li>Details of daily expenses</li><li>Area of customer Use</li></ul></div><div>8.2 OFFLINE<ul style="list-style-type: none"><li>Maintain the bills regularly</li></ul></div></div> |
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|  | <div><div>4. EMOTIONS: BEFORE / AFTER</div><div><div>Before:</div><div>scared of spending<br/>No proper billing</div><div>After</div><div>Aware of spending<br/>Happy<br/>Excited</div></div></div> |  |  |
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