

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>People who are earning money and spending them on their daily basis</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Burdensome work of making notes about the expenditure and also it's difficult to recall all the expenses.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Making a record of the expenses that they did by the manual process (notes)</div>	Explore AS, differential
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>In this modern world ,it is very hard to maintain the daily expenses and making a note of expense we did</div> <div>Spending too much on wants rather than needs</div> <div>Unplanned Expenditure make it difficult to save money for end of the month</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Exceeding the budget limit beyond what we have planned</div> <div>Any emergency needs like health issues or certain needs to be completed at that time.</div> <div>Not having a pre-planned saving for the education purpose or any family functions and other needs</div> <div><small>story behind the need to do this job? i.e. customer have to do it because of the change in regulations</small></div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>They may keep a temporary note on their mobile</div> <div>He/she will tell the other persons to remember the expense they do</div> <div>While calculating the expenses they consider only the expenses that are single time and huge and leave the rest.</div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div></div> <div>In this digitalized world , it is difficult to remember all the expense we did, so that, this app will be a very easy way to store ,that may trigger them..</div>	10. YOUR SOLUTION <div>SL</div> <div>"The personal expense Tracker" Application that can record all the expenses , and enables you to save more and can overcome all these problems by updating the daily expense data. This will be very useful and this will help us in the state of emergency , then for the personal needs.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE</div> <div>Download Statements from bank and pay Monthly Installment</div> <div>8.2 OFFLINE</div> <div>Using spreadsheets and Notes for financial management.</div>	Focus on BE, understand RC
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Before: Discouraging and its an Hassle to track expenses.</div> <div>After: they will be stress free, no frustration .There will be a clarity about all the expenses he/she did.</div>			

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