Define CS, fit into CC

1.   CUSTOMER   CS

Working peoples, College students, School students, Homemaker, Common peoples and Businessman.

6. CUSTOMER —

No need to remind the expenses in all the time, no need to enter in the confused Excel sheets, No need to write the budget in notebooks.

5. AVAILABLE —

Connecting the bank account, Categories, E wallets, Privacy and Security, Alerts and Reminders.

Explore AS, differentiate

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

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

Jobs to done – If you install this money manager app daily expenses can be easily track no need any confused Excel sheets no need it to remind all.

Problems – The customer is suffering in using Excel sheets for budgeting and write the budget in note.

9. PROBLEM ROOT CAUSE

It is difficult to track the expenses when it is written in notebooks and it is difficult to maintain the expenses if the app is not used.

7. BEHAVIOUR

It is easy to access , High availability , User friendly.

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

3. TRIGGERS

TR

The alerts and reminders are there in this app. These type of features triggers to install the app.

4. EMOTIONS: BEFORE / AFTER

EM

BEFORE:
The customer frustrated under disappointment on spending monthly expenses.

AFTER:
After implementing this app the customer is alerted in spending money.

10. YOUR SOLUTION

SL

Creating an app with more categories and this app is used for tracking the cash flow and the alerts and reminders will that to not to exceed the salary limit.

8. CHANNELS of BEHAVIOUR

CH

ONLINE:
It is easy to access, High availability, User friendly.

OFFLINE:
User doesn't have a learners in spending money.