

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>One who want to keep track of their expenditures</div> <div>One who want to know his unwanted expenditure</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Network connection</div> <div>Smartphone or Laptop / Desktop</div> <div>Premium for particular features</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Excel data of expenditures</div> <div>Remainder of expenditures</div> <div>Apps like Khatabook, Billdesk</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>While adding their expenditure, also add appropriate description about that expenditure</div> <div>So that easily identify what type of expenditure is this?</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Being unconscious while spending money</div> <div>Keep track of their expenses is difficult to memorize</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>They can fix budget limit for particular Day / Month / year</div> <div>They can keep track of their budget periodically</div>	
Focus on J&P, tap into BE, understand RC				
	<div>3. TRIGGERS<div>TR</div></div> <div>App mainly for financial goals. So that can make them to follow the budget triggers them to use this application</div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Unaware about how they've spent expenses day to day life</div> <div>They'll follow a proper budgeting which helps to use their money efficiently</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>Creating an web application to help financial activities like accounting, budgeting and providing with useful insight about money management</div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE</div> <div>Explore more features available</div> <div>8.2 OFFLINE</div> <div>Got suggestions from users about the real time problem in money management</div>	Identify strong TR & EM
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