BE

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

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### 1. CUSTOMER SEGMENT(S)



One who want to keep track of their expenditures

One who want to know his unwanted expenditure

### 6. CUSTOMER CONSTRAINTS



Network connection

Smartphone or Laptop / Desktop

Premium for particular features

### 5. AVAILABLE SOLUTIONS



Excel data of expenditures

Remainder of expenditures

Apps like Khatabook, Billdesk

### 2. JOBS-TO-BE-DONE / PROBLEMS



appropriate description about that expenditure

So that easily identify what type of expenditure is this?

### 9. PROBLEM ROOT CAUSE



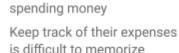
7. BEHAVIOUR

They can fix budget limit for particular Day / Month / year

They can keep track of their budget periodically

# While adding their expenditure, also add

## Being unconscious while



### 3. TRIGGERS

strong

C



App mainly for financial goals. So that can make them to follow the budget triggers them to use this application



8.1 ONLINE

Explore more features available

**8.CHANNELS of BEHAVIOUR** 

### 4. EMOTIONS: BEFORE / AFTER



Unaware about how they've spent expenses day to day life

They'll follow a proper budgeting which helps to use their money efficiently

### 10. YOUR SOLUTION



Creating an web application to help financial activities like accounting, budgeting and providing with useful insight about money management

#### 8.2 **OFFLINE**

Got suggestions from users about the real time problem in money management

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