Define CS, fit into CC

Focus on J&P, tap into BE,

1. CUSTOMER SEGMENT(S)   CS

People who are struggling to track their expenses are our customers. They can use our app to maintain records about their income and expenses

6. CUSTOMER CONSTRAINTS   CC

User have to entry every record manually. The category divided may be blunder or messy.person who is handling system must have some technical knowledge.

5. AVAILABLE SOLUTIONS   AS

User can add their income and expenses. They have an option to set a limit for the amount to be used for that particular month if the limit is exceeded the user will be notified with an email alert.

Explore AS, differenti

2. JOBS-TO-BE-DONE / PROBLEMS

In paper-based expense tracker system it is difficult to track our monthly expenses manually.The paper-based expense records may get lost in case of fire accidents, flood etc.

9. PROBLEM ROOT CAUSE   RC

When the digits could not be recognized correctly. When the transactions are not successful. When the elder people unable to understand the smaller handwritten digits. When the paper based expense tracker records are subjected to fire accident, flood, etc.

7. BEHAVIOUR   BE

They may keep a temporary note on their mobile.He/She will tell the other persons to remember the expense they do while calculating the expenses they consider only on the expenses that are single time and huge and Jeave the rest

Focus on J&P, tap into BE,

3. TRIGGERS   TR
This application can create awareness among common people about their income and expenses.It Reduces time rather than entering details manually.

4. EMOTIONS: BEFORE / AFTER   EM

Frustration, Confusion,

Inadequate > Boost, Feeling

smart, Be an example for others

10. YOUR SOLUTION   SL

The application should be able to generate reports of their spending and notify users if they have exceeded their budget. This application can create awareness among common people about finance and stuffs. This application also helps user to be financially responsible.

8.CHANNELS of BEHAVIOUR   CH

ONLINE

Download statements from bank and pay monthly installment

OFFLINE

Using spreadsheets and notes for financial management