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| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)</div> <div>The person who wants to analyze their daily expenses. One who spends more money lavishly.</div> | <div>6. CUSTOMER CONSTRAINTS</div> <div>Loss expense report Lack of available devices Manual adding of daily expenses</div> | <div>5. AVAILABLE SOLUTIONS</div> <div>Reduce the man power . Reduce the use of Pen and paper.</div> | Explore AS, differentiate | | |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>To notify them about their expenses. To keep the children expenses on track by the parents.</div> | <div>9. PROBLEM ROOT CAUSE</div> <div>To track their daily expense Ability to provide valuable insights</div> | <div>7. BEHAVIOUR</div> <div>They will seek for the customer support. They will undergo mood swings due to the problem.</div> | | | |
| Focus on J&P, tap into BE, understand RC | <div>3. TRIGGERS</div> <div>Easy to handle Fast accessing of the reports To live a systematic lifestyle.</div> | | | <div>10. YOUR SOLUTION</div> <div>Track our expenses Manage budgets Detailed insights of the savings and expenses</div> | <div>8. CHANNELS of BEHAVIOUR</div> <div>Quicker results Tension free Systematic savings and investments</div> | |

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| | <p>4. EMOTIONS: BEFORE / AFTER</p> <p>Before</p> <p>Insecure</p> <p>Zero confidence</p> <p>Lavish spending of money</p> <p>After</p> <p>Secure</p> <p>Confident</p> <p>Time management and better savings</p> | | | |
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