

Value Proposition

Products & Services

- Comprehensive family financial management mobile and web application (Accepted)
- Personalized financial planning tools (Accepted)
- Budget management and expense tracking features (Accepted)
- Community sharing and learning platform (Accepted)
- Expert support network (Accepted)

Pain Relievers

- Provide easy-to-use expense tracking and categorization tools (Accepted)
- Allow flexible budget adjustment between different expense categories (Accepted)
- Offer personalized money-saving advice and discount information (Accepted)
- Implement strong data security and privacy protection measures (Needs further emphasis)

Gain Creators

- Improve financial control through comprehensive financial management tools (Accepted)
- Help users save money through personalized advice and discount information (Accepted)
- Provide a community platform for users to share and learn financial experiences (Accepted)
- Support multi-platform access, ensuring finance management anytime, anywhere (Accepted)
- Collaboration Features (Needs further emphasis)

Customer Segments

Customer Jobs

- Managing daily household expenses (Accepted)
- Creating and following a family budget (Accepted)
- Seeking money-saving opportunities (Accepted)
- Collaborating with family members on financial decisions (Needs further validation)
- Track bank and credit card expenses to simplify financial management (Needs further validation)

Pains

- Difficulty in tracking various household expenses (Accepted)
- Lack of tools for flexibly adjusting different expense categories (Accepted)
- Unable to find personalized money-saving advice (Accepted)
- Concerns about financial information security (Accepted)
- Concerns about privacy and data security, especially when integrating bank and credit card information. (Accepted)

Gains

- Better control over family finances (Accepted)
- Saving more money (Accepted)
- Learning good financial management practices from other families (Accepted)
- Convenience of managing finances anytime, anywhere (Accepted)
- Ensure data security and privacy are protected, providing peace of mind while using the product (Accepted)