

customer segments:

- middle-class family
- single income family
- elderly caregivers family
- big size family(with many children)

value proposition:

- Comprehensive Budget Management
- Collaborative Family Features
- Expert Support Network
- Future-Oriented Planning
- Privacy and Security First
- Flexible Spending Management
- Subscription-Based for Extended Features

channels:

- mobile app
- web application
- social media (Youtubers)
- collaborate with financial blogger and expert

customer relationship:

- automatic service platform
- regular user surveys and feedback collection
- user support(online contacts)
- community interaction and sharing

revenue stream:

- subscription fees
- advertising
- cooperative extension
- selling analyzed data

key resources:

- software development team
- data analyze experts
- security and privacy protection technologies
- user data and usage patterns
- server and cloud infrastructure

key activities:

- software development and maintenance
- data analysis and personalize algorithm development
- customers support
- marketing and user acquisition
- security and privacy protection
- establishing partnerships with financial institutions and retailers

key partnerships:

- Banks and credit card companies (for account integration)

- Retailers and e-commerce platforms (for obtaining discount information)
- Cloud service providers
- Data security companies
- Financial advisors and wealth management experts (for providing professional advice)
- Local government agencies

cost structure:

- Software development and maintenance costs
- Server and cloud infrastructure costs
- Marketing and user acquisition costs
- Customer Support team salary
- Investment in data security and privacy protection
- Compliance and legal costs

Hypothesis list

➤ Accepted :

- The software needs to meet the needs of different types of families, including middle-class families, single-income families, and so on.
- Families need personalized financial planning tools that allow them to easily enter and track various household expenses.
- Households want the flexibility to adjust spending in different categories without exceeding their total budget.
- Households want personalized money-saving advice, including information on discounts, coupons and promotions.
- Households trust recommendations and reviews from other similar households.
- Families would like to access the service through mobile and web applications.
- Families need assistance in managing unexpected expenses, such as medical emergencies, within a tight budget.
- Families prefer receiving personalized financial advice to improve money-saving practices and budgeting.

➤ Disproved hypothesis:

- Households are always unwilling to pay subscription fees for high quality personal financial management services.
- Households want software that securely integrates their bank account and credit card information to automatically track spending.
- Families want to easily plan and save for large future expenses (e.g., education, vacations, home purchases).
- Households want healthy and affordable recommendations for food and household items.

➤ Hypotheses for further testing :

- Families want to learn from other families' successful financial strategies through a community platform.
- Families want to engage in community interaction and sharing, but also require strong privacy controls.