 Purpose / Vision

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

Cons: paper or Sticky notes are not easy to manage

Excel Sheets do very little to help in tracking expenses

**AS**

**5. AVAILABLE SOLUTIONS**

Use paper or sticky notes ,Excel Sheets, create ledger

network connection

available devices

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1.CUSTOMER SEGMENTS**

Self-Employed People

Normal People

i.e. working parents of 0-5 y.o. kids

Use Excel sheets ,paper

**Create ledger**

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

Maintaining Financial Control

Holding Yourself Accountable

**J&P**

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

**1.As people are busy in their daily routine ,they are not able to keep track of their expenses 2. Manual calculation of income & expenses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  Help you gain control of your personal and business finances.  Categorize your purchases so you can spot areas where you can save money. | **10. YOUR SOLUTION SL**  If you are working on an existing business, write down your current solution ﬁrst, ﬁll in the canvas, and check how much it ﬁts reality.  If you are working on a new business proposition, then keep it blank until you ﬁll in the canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behaviour. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  i.e. lost, insecure > conﬁdent, in control - use it in your communication strategy & design. |

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