

Project- personal expense tracker

Project design phase-I solution fit template

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Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Individuals who want to track their expenses (Working professionals, Students, etc.)	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span>CL</span>  <ul style="list-style-type: none"> <li>Device with internet connection</li> <li>Subscription payment</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <small>PROS &amp; CONS</small> <span>AS</span>  <ul style="list-style-type: none"> <li>Goodbudget - free but manual entry of transactions</li> <li>Mint - free &amp; wrong categorization</li> <li>Spendee - many kind of integration but paid</li> </ul>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span>  <ul style="list-style-type: none"> <li>People want to track their expenses everyday and</li> <li>Some people also want to track it especially on some occasions</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span>  <ul style="list-style-type: none"> <li>Its hard for the people to manage their financial expenses by keep tracking manually.</li> <li>This makes them to exceed the actual budget that they made.</li> </ul>	<b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span>  <ul style="list-style-type: none"> <li>People tend to avoid tracking the spendings and worry when they come to know about it.</li> <li>People who try to do it manually will end up leaving some spendings.</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> <ul style="list-style-type: none"> <li>People are not aware about the existing solutions especially in India.</li> <li>Providing a visualization about how they spend makes the people to decide easily.</li> <li>Free for sometime and show the results.(retain &amp; premium users)</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span>  <ul style="list-style-type: none"> <li>Build an application to track their expenses seamlessly.</li> <li>Allow users to access it for free and make them realize how useful to save money.</li> </ul>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <b>ONLINE</b> <ul style="list-style-type: none"> <li>Social media advertisements (especially LinkedIn as the users are more of working professionals and students)</li> <li>Lifestyle influencers would be a great choice</li> </ul> <b>OFFLINE</b> <ul style="list-style-type: none"> <li>Word of mouth</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span>  <ul style="list-style-type: none"> <li>People are worried when the exceed the actual budget and not for saving it.</li> <li>People will be able to track their expenses and bad situations related to financial management.</li> </ul>			