

PROJECT DESIGN PHASE - I

PROBLEM SOLUTION - FIT

Date	28 October 2022
Team ID	PNT2022TMID18027
Project Name	Personal Expense Tracker Application
Maximum Marks	4 Marks

PROBLEM-SOLUTION FIT

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none">• Working Individuals• Students• Budget conscious consumers	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none">• Internet Access• Device (Smartphone) to access the application• Data Privacy• Cost of existing applications• Trust	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none">• Expense Diary or Excel sheet <p>PROS : Have to make a note daily which helps to be constantly aware</p> <p>CONS : Inconvenient, takes a lot of time</p>						
	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none">• To keep track of money lent or borrowed• To keep track of daily transactions• Alert when a threshold limit is reached	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none">• Reckless spendings• Indecisive about the finances• Procrastination• Difficult to maintain a note of daily spendings (Traditional methods like diary)	7. BEHAVIOUR <ul style="list-style-type: none">• Make a note of the expenses on a regular basis.• Completely reduce spendings or spend all of the savings• Make use of online tools to interpret monthly expense patterns						
Focus on J&P, tap into BE, understand RC	3. TRIGGERS <ul style="list-style-type: none">• Excessive spending• No money in case of emergency	10. YOUR SOLUTION <p>Creating an application to manage the expenses of an individual in an efficient and manageable manner, as compared to traditional methods</p>	8. CHANNELS OF BEHAVIOUR <p>ONLINE</p> <p>Maintain excel sheets and use visualizing tools</p>						
	4. EMOTIONS <table><tr><td>BEFORE</td><td>AFTER</td></tr><tr><td>• Anxious</td><td>• Confident</td></tr><tr><td>• Confused</td><td>• Composed</td></tr><tr><td>• Fear</td><td>• Calm</td></tr></table>		BEFORE	AFTER	• Anxious	• Confident	• Confused	• Composed	• Fear
BEFORE	AFTER								
• Anxious	• Confident								
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Identify strong TR & EIM									