Project Design Phase
Problem – Solution Fit

Date	15 April 2025
Team ID	SWTID1743870329
Project Name	Personal Expense Tracker
Maximum Marks	2 Marks

Problem – Solution Fit :

The **Personal Expense Tracker App** is designed to directly address the financial management struggles faced by individuals and businesses, particularly in an increasingly cashless and fast-paced world. Through thorough user research, empathy mapping, and journey mapping, a clear behavioral pattern emerged: users often lack real-time control, visibility, and discipline over their daily expenses.

Purpose

To solve complex financial tracking issues in a way that aligns with the real-life behaviors and needs of modern users, ensuring our solution is accessible, relevant, and easy to adopt.

Problem–Solution Fit Analysis

Problem	Solution
Users often forget to track daily expenses due to time-consuming processes	Easy-to-use, intuitive interface to quickly log transactions on the go
Lack of insights into spending patterns	Visual reports and charts to help users understand where their money is going
Overspending due to poor budget control	Budget setting feature with real-time notifications when users approach or exceed limits
Manual tracking tools are inefficient and prone to error	Automated data storage, retrieval, and categorization through a cloud-based backend
Businesses need multi-account expense tracking and reporting	Admin features, multiple user support, and downloadable reports for different projects or teams
Users fear sharing financial data online due to privacy concerns	End-to-end encryption, secure login (JWT), and encrypted password storage (bcrypt)

Key Fit Indicators

● Behavioral Insight: Users already try to manage expenses manually or via basic apps — we're improving and simplifying this existing behavior.

● Frequent Annoyance: Forgetting to track expenses, not knowing where money went — solved via quick inputs and categorized history.

● Urgent/Costly Problem: Overspending leads to stress and financial instability — solved by budget tracking and real-time alerts.

● Trust Factors: Secure logins, encrypted storage, and personal data privacy — key to user adoption and long-term usage.

● Multi-channel Access: Mobile-friendly UI ensures access anytime, anywhere — aligned with current mobile-first behavior.

Outcomes and Benefits

● Succeed Faster: Rapid user onboarding due to familiar interaction flows and intuitive design.

● Increased Adoption: By aligning with user behavior (mobile usage, desire for simplicity, real-time updates), the app becomes part of their daily routine.

● Better Communication Strategy: Messaging focuses on solving frequent money leaks and stress, using empathetic and solution-oriented language.

● Improved Trust and Loyalty: Transparency, security, and consistent problem-solving lead to long-term engagement.