

## Project Design Phase-I Problem – Solution Fit Template

Date	30 September 2022
Team ID	PNT2022TMID15216
Project Name	Personal Expense Tracker
Maximum Marks	2 Marks

### Template:

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">CS</span> <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>  <div style="text-align: center; font-size: 1.2em;">All Public Users who wants to manage their daily expenses</div>	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">CC</span> <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small>  <div style="text-align: center; font-size: 1.2em;">No custom alert</div>	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">AS</span> <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small>  <div style="text-align: center; font-size: 1.2em;">Many Digital app there to store expense</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">J&amp;P</span> <small>What jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides</small>  <ul style="list-style-type: none"> <li>Keep track of expenses in digital mode.</li> <li>Alert when the expense limit exceeded.</li> <li>User authentication system to access anywhere in the internet</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">RC</span> <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small>  <div style="text-align: center; font-size: 1.2em;">Since there is no alert User spend more than the limit</div>	<b>7. BEHAVIOUR</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">BE</span> <small>What does your customer do to address the problem and get the job done? i.e. directly related. Find the right note post available, calculate usage and benefits, indirectly associated: customer's spend how time are volunteering work (i.e. Greenpeace)</small>  <div style="text-align: center; font-size: 1.2em;">Storing their expense in digital with alert when limit exceeded</div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">TR</span> <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>  <div style="text-align: center; font-size: 1.2em;">Noting in pen and paper makes them difficult to maintain.</div>	<b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">SL</span> <small>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.</small>  <ul style="list-style-type: none"> <li>Split the income based on labels.</li> <li>Alert if the limit exceeded</li> <li>user authentication with token and mail verification system</li> <li>Provide graphs based on their expenses</li> <li>Debt tracker</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">CH</span> <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small>  <div style="text-align: center; font-size: 1.2em;">Use App to maintain expenses</div>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #f0f0f0; padding: 2px 5px;">EM</span> <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small>  <div style="text-align: center; font-size: 1.2em;">Difficult, Depressed &gt; Easy, Satisfied</div>		<b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>  <div style="text-align: center; font-size: 1.2em;">Note expenses in Pen &amp; Paper</div>	