Project Title: Personal Expense Tracker Application   **Project Design Phase-I - Solution Fit Template**   Team ID : PNT2022TMID14648

<table>
<tr><td rowspan="2" style="background:#ff3399">Define CS, fit into CC</td><td>

1. CUSTOMER SEGMENT(S)   `CS`

- People above the age of 16 who earn or spend money
- Customers who find it difficult to keep track of their expenses.
- Customers who want to wisely handle their savings and money

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6. CUSTOMER CONSTRAINTS   `CC`

- All data should be entered manually by the user.
- Privacy and security
- Network issues
- Not compatible in all devices
- Not enough balance due to lavish spending

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5. AVAILABLE SOLUTIONS   `AS`

- Excel sheet
- Expense diary
- Expense tracker app with minimal features. It has less security features and no customer-support.

</td><td rowspan="2" style="background:#ff3399">Explore AS, differentiate</td></tr>
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Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS `J&P`	9. PROBLEM ROOT CAUSE `RC`	7. BEHAVIOUR `BE`	Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

- To keep track of daily expenses.
- Alert when a threshold limit is reached
- Categorizing expenses to have a good visualization of it.
- Difficult to track monthly expenses manually.
- Remembering of expenses is difficult

9. PROBLEM ROOT CAUSE   `RC`

- Due to many platforms which uses online payment, expenses are more and untracked
- Reckless spending
- Forgetting payments
- Linking of financial account to the application

7. BEHAVIOUR   `BE`

- Have a proper record of all the expenses.
- Set up monthly limit in the expenses.
- Would prefer a graphical representation of their daily, monthly and yearly expenses.
- Start saving money and reduce unwanted expenses.

Identify strong TR & EM

3. TRIGGERS
- Reduces time and manual effort
- Insufficient money during emergency
- Excessive spending
- Saving money effectively

4. EMOTIONS: BEFORE / AFTER
Before
- Confused
- Frustrated
- Stressed
After
- Customers get clarity on the expenses
- Confident

10. YOUR SOLUTION

- A personal expense tracker application to handle and keep track of the monthly income and daily/monthly/yearly expenses.
- Alerting the user when expenses exceed a particular limit
- Providing a graphical view with proper categorization of the spent amount.
- An application with good security and real-time tracking of expenses.

8. CHANNELS of BEHAVIOUR
8.1 ONLINE
- The application comes with a lot of advertisements which can be irritating to the customers.
- Stealing of private data can be easy in online
- Data can be stored in cloud which can be secure
- Accurate graphical representation
- Untracked expenses if not manually updated

8.2 OFFLINE
- No real time tracking
- Backup cannot be guaranteed
- Difficult In visualization of the amount spent

Identify strong TR & EM