Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

1. College students who live alone
2. Working professionals
3. Old aged people

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

1. User's budget won't be stable all the time

2. Network connection might not be available all the time for the user

5. AVAILABLE SOLUTIONS PROS & CONS `AS`

Shows many options for someone who does not understand investment ideas.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

Pre-existing money management system does not provide alternatives for investing their saved money.

Each month when money is saved

9. PROBLEM ROOT / CAUSE `RC`

1. Carefree money managing attitude of the people.

2. Illiteracy is the root cause for all the problems.

7. BEHAVIOR + ITS INTENSITY `BE`

Direct:
Lack of an app results in traditional bookkeeping methods

Indirect:
People can create awareness about this app's benefits even if they don't use it

Server out of service

During public gathering events

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

People get prompted to use this app by seeing other users mentioning their money saving tricks.

4. EMOTIONS BEFORE / AFTER `EM`

Before:
Fear,feelings,struggling,hopeless,confused

After:
Relief,Tranquil

10. YOUR SOLUTION `SL`

This application makes your life simpler by assisting you with dealing with your funds productively. This individual cost application won't just assist you with planning and bookkeeping yet additionally give you supportive experiences about monetary administration

8. CHANNELS of BEHAVIOR `CH`

ONLINE

Bookkeeping is required due to the lack of an app

OFFLINE

Social media can be used to influence other people about the benefits of this app.

Extract online & offline CH of BE

IdeaHackers .NL