

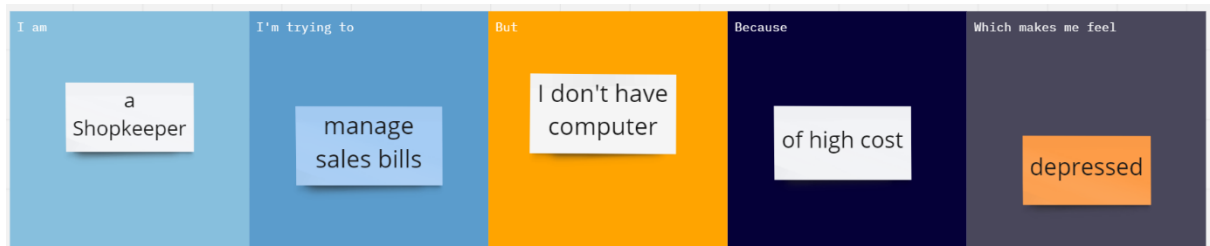
IDEATION PHASE

CUSTOMER PROBLEM STATEMENT

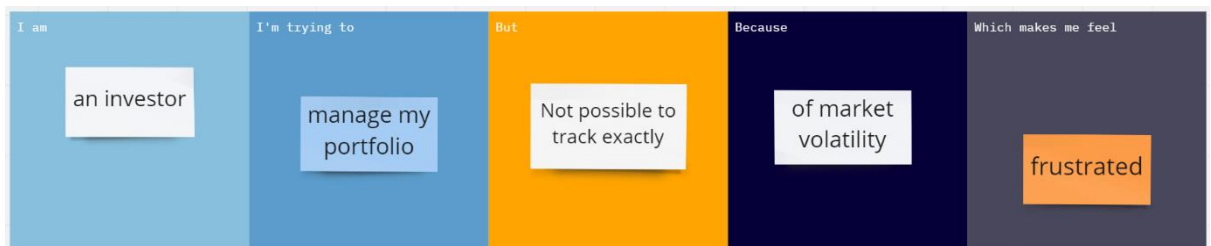
PROBLEM STATEMENT 1:



PROBLEM STATEMENT 2:



PROBLEM STATEMENT 3:



PROBLEM STATEMENT 4:

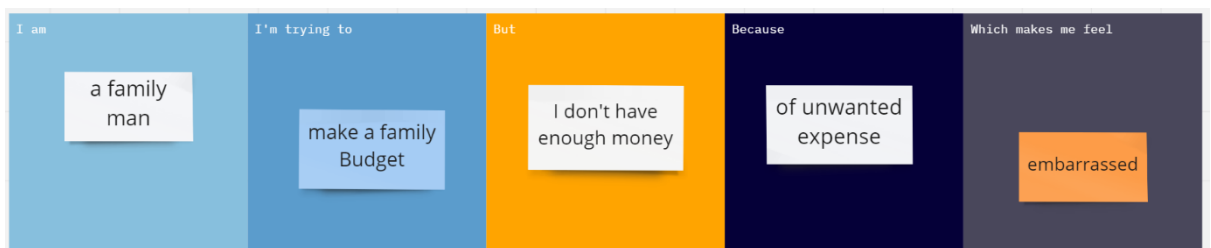


TABLE:

Problem statement (PS)	I am (customer)	I'm trying to	But	Because	Which makes me feel
PS 1	an employer	manage my expenses	I don't have time	of work pressure	Stressed
PS 2	a shopkeeper	manage bills	I don't have computer	Of high cost	depressed
PS 3	An investor	Manage my portfolio	not possible to track exactly	Of market volatility	frustrated
PS 4	A family man	Make a family budget	I don't have enough money	Of unwanted expense	embarrassed