

PROBLEM-SOLUTION FIT – EXPENSE TRACKER APPLICATION

<p>1. CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> ✓ Customers are those who spend money without keeping track of it or struggling to keep track of it. ✓ Provides a whole lot of different categories of expenditure types to avoid mismatch of expenditure. 	<p>6. CUSTOMER CONSTRAINTS</p> <ul style="list-style-type: none"> ✓ Most of the solution available in the internet hosts a lot of adds limiting its usability. ✓ The solution proposed here has a feature to view the expense graphically. ✓ Also, it has an alert via email feature if the expense exceeds the given limit. 	<p>5. AVAILABLE SOLUTIONS</p> <ul style="list-style-type: none"> ✓ Expense tracker applications which are available in both android and iOS. ✓ Personal Expense tracker developed in this project.
<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <ul style="list-style-type: none"> ✓ The objective of this application is to enable customers to keep track of their expenses. ✓ The customers are provided with categories for the expenses. ✓ They also get an option to view the expenses as a graphical representation given the period of 1 year, 6 months etc. 	<p>9. PROBLEM ROOT CAUSE</p> <ul style="list-style-type: none"> • Improper expenses lead to heavy tax. • Makes business forecasting easier • Saves a lot of money. • Existence of lot of payment methods leads to problem in manual expense tracking. 	<p>7. BEHAVIOUR</p> <ul style="list-style-type: none"> ✓ Start using the expense tracker app. ✓ Makes sure he categorizes the expense done in order to save money. ✓ Set up a monthly limit on the expense done. ✓ Have a separate in-hand wallet account and Online accounts.
<p>3. TRIGGERS</p> <ul style="list-style-type: none"> ✓ The fact that the customers can save a lot of money by these expense apps. 	<p>10. YOUR SOLUTION</p> <ul style="list-style-type: none"> • Design a flask based personal expense tracker application. • Enable email-based expense alerts using send-grid framework. • Provide an option for graphical expense view. 	<p>8. CHANNELS of BEHAVIOUR</p> <ul style="list-style-type: none"> ✓ ONLINE – Expense trackers online come with a lot of ads which on clicking steals data like account number if provided. ✓ OFFLINE – Make sure they are aware of tax rules by reading the available books to make them tax ready.
<p>4. EMOTIONS: BEFORE / AFTER</p> <ul style="list-style-type: none"> ✓ They feel a lot clear about the income and expenses made. 		