Ideation Phase
Define the Problem Statements

Date	19 September 2022
Team ID	PNT20222TMID53089
Project Name	Project - Personal Expense Tracker
Maximum Marks	2 Marks

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Project - Personal Expense Tracker App
Team Leader     -    Pradeep G
Team Member 1  -    Varsini S
Team Member 2  -    Nithin S
Team Member 3  -    Ramyapriya S
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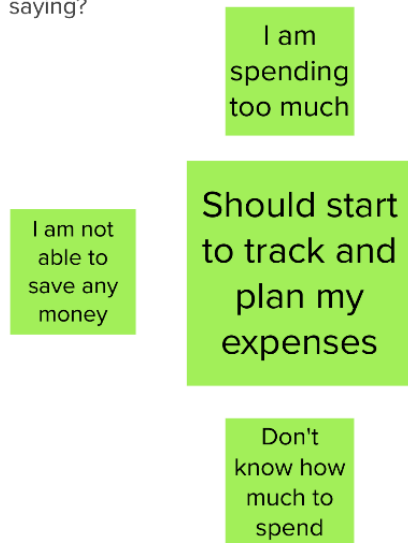
Customer Problem Statement Template:

In simple words, personal finance entails all the financial decisions and activities that a Finance app makes your life easier by helping you to manage your finances efficiently. A personal finance app will not only help you with budgeting and accounting but also give you helpful insights about money management.

Personal finance applications will ask users to add their expenses and based on their expenses wallet balance will be updated which will be visible to the user. Also, users can get an analysis of their expenditures in graphical forms. They have an option to set a limit for the amount to be used for that particular month if the limit is exceeded the user will be notified with an email alert.
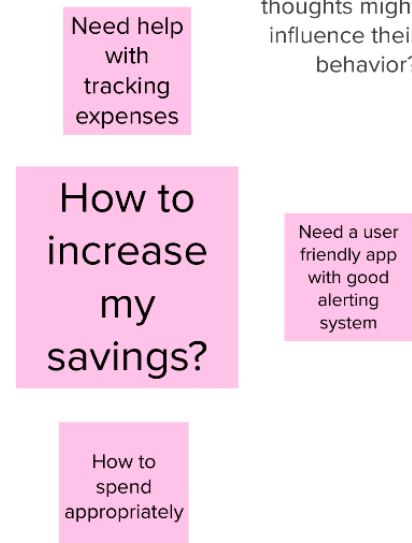
I am	I'm trying to	But	Because	Which makes me feel
Student	save money	I am over spending	I dont track my expenses	Inadequate

SAYS
What have we heard them say? What can we magine them saying?

I am spending too much

Should start to track and plan my expenses

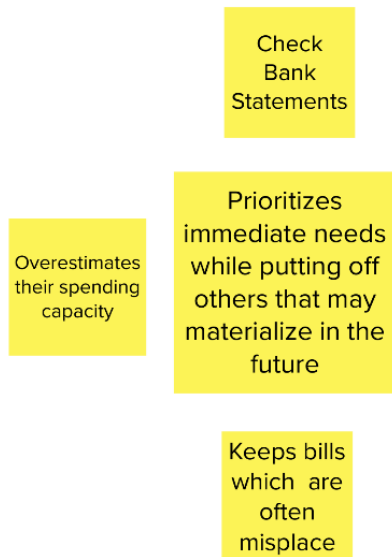I am not able to save any money

I wish someone could keep track for me

Don't know how much to spend

THINKS
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Need help with tracking expenses

How to increase my savings?

I need to control my spending

Need a user friendly app with good alerting system

How to spend appropriately

TYPICAL USER OF EXPENSE TRACKER APP

DOES
What behavior have we observed?
What can we imagine them doing?

Check Bank Statements

Prioritizes immediate needs while putting off others that may materialize in the future

Overestimates their spending capacity

Spends too much on unnecessary things

Keeps bills which are often misplace
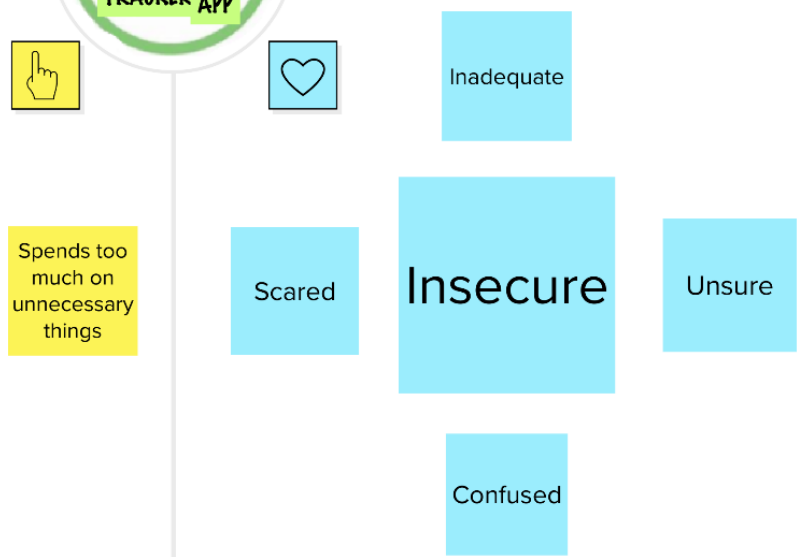
FEELS
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Inadequate

Scared

Insecure

Unsure

Confused