

## PROJECT DESIGN PHASE - I

### PROBLEM SOLUTION - FIT

|               |                                      |
|---------------|--------------------------------------|
| Date          | 02 October 2022                      |
| Team ID       | PNT2022TMID48444                     |
| Project Name  | Personal Expense Tracker Application |
| Maximum Marks | 4 Marks                              |

### PROBLEM-SOLUTION FIT

|  |  |  |  |       |           |             |            |            |        |
|--|--|--|--|-------|-----------|-------------|------------|------------|--------|
| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b> <ul style="list-style-type: none"><li>• Working Individuals</li><li>• Students</li><li>• Budget conscious consumers</li></ul>  | <b>6. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"><li>• Internet Access</li><li>• Device (Smartphone) to access the application</li><li>• Data Privacy</li><li>• Cost of existing applications</li><li>• Trust</li></ul>                        | <b>5. AVAILABLE SOLUTIONS</b> <ul style="list-style-type: none"><li>• Expense Diary or Excel sheet</li></ul> <p>PROS : Have to make a note daily which helps to be constantly aware</p> <p>CONS : Inconvenient, takes a lot of time</p>                          |       |           |             |            |            |        |
|  | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <ul style="list-style-type: none"><li>• To keep track of money lent or borrowed</li><li>• To keep track of daily transactions</li><li>• Alert when a threshold limit is reached</li></ul> | <b>9. PROBLEM ROOT CAUSE</b> <ul style="list-style-type: none"><li>• Reckless spendings</li><li>• Indecisive about the finances</li><li>• Procrastination</li><li>• Difficult to maintain a note of daily spendings (Traditional methods like diary)</li></ul> | <b>7. BEHAVIOUR</b> <ul style="list-style-type: none"><li>• Make a note of the expenses on a regular basis.</li><li>• Completely reduce spendings or spend all of the savings</li><li>• Make use of online tools to interpret monthly expense patterns</li></ul> |       |           |             |            |            |        |
| Focus on J&P, tap into BE, understand RC | <b>3. TRIGGERS</b> <ul style="list-style-type: none"><li>• Excessive spending</li><li>• No money in case of emergency</li></ul>  | <b>10. YOUR SOLUTION</b> <p>Creating an application to manage the expenses of an individual in an efficient and manageable manner, as compared to traditional methods</p>  | <b>8. CHANNELS OF BEHAVIOUR</b> <p>ONLINE</p> <p>Maintain excel sheets and use visualizing tools</p>   |       |           |             |            |            |        |
|  | <b>4. EMOTIONS</b> <table><tr><td>BEFORE</td><td>AFTER</td></tr><tr><td>• Anxious</td><td>• Confident</td></tr><tr><td>• Confused</td><td>• Composed</td></tr><tr><td>• Fear</td><td>• Calm</td></tr></table>                  |  | BEFORE   | AFTER | • Anxious | • Confident | • Confused | • Composed | • Fear |
| BEFORE                                   | AFTER  |  |  |       |           |             |            |            |        |
| • Anxious                                | • Confident  |  |  |       |           |             |            |            |        |
| • Confused                               | • Composed   |  |  |       |           |             |            |            |        |
| • Fear                                   | • Calm   |  |  |       |           |             |            |            |        |
| Identify strong TR & EM                  |  |  |  |       |           |             |            |            |        |