

Project Design Phase-I
Problem – Solution Fit Template

Date	29 September 2022
Team ID	PNT2022TMID04279
Project Name	Personal Expense Tracker Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Problem – Solution Fit – Personal Expense Tracker Application
(refer next page)

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking	Explore AS, differentiate
	<ul style="list-style-type: none"> → Customers who spend money unintentionally and want to keep track of their expenses → Customers who are unable to recall their expenditure. → Those who anticipate tracking their expenses through statistics. 	<ul style="list-style-type: none"> → To track the expense, the customer should use UPI or Net-Banking. → If the money is spent in cash, the customer must enter the expense into the application. 	SPENDEE App is available for both Android and iOS.	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> → The application's primary goal is to track expenses and provide expense statistics. → It provides statistics based on expense categories. → To include money spent in cash, bank checks, and so on. 	<ul style="list-style-type: none"> → The main issue is obtaining data from UPI apps or Net-Banking applications. → This will be the application's primary issue. → Customer laziness in entering cash expenses into the application. 	<ul style="list-style-type: none"> → The customer must add the expenses incurred while using the offline mode responsibly. → To ensure the user's data security. 	
Define CS, fit into CL	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	10. YOUR SOLUTION SL What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.	8.1 ONLINE CHANNELS CH What kind of actions do customers take online? Extract online channels from box #7 Behaviour	Explore AS, differentiate
	<ul style="list-style-type: none"> → Customers may believe that they are spending more money and not saving. 	<ul style="list-style-type: none"> → Create an expense tracking cloud-based web application. → Graphs or charts should be used to provide statistics on the user's expenses. → Sending email notifications if the total expense exceeds the limit. <p><small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small></p>	8.2 OFFLINE CHANNELS CH What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.	
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.		<ul style="list-style-type: none"> → When working in online mode, the user must set the maximum expense limit. 	
	<ul style="list-style-type: none"> → Previously, there were no savings. → AFTER: Few savings, thanks to an expense tracking app. 		<ul style="list-style-type: none"> → In Offline mode, the user should add the cash expenses responsibly. 	