

Project Design Phase-I

Problem – Solution Fit Template

Date	02 October 2022
Team ID	PNT2022TMID07222
Project Name	Personal Expense Tracker Application
Maximum Marks	2 Marks

Problem-Solution fit canvas 2.0



Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS CC <small>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)</small>	5. AVAILABLE SOLUTIONS AS <small>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)</small>	Explore AS, differentiate								
	(i) Individuals who want to track their expenses like Working professionals, Students, Travellers (ii) Customers are those who spend money without keeping track of it (iii) Those who spend money lavishly (iv) Provides a whole lot of different categories of expenditure types of avoid mismatch of expenditure	(i) Managing money is tedious in their day to day activities (ii) Device to access the application (iii) Sometimes requires internet connection (iv) Trust and Data Privacy	(i) Tracking using Google Sheets or MS-Excel (ii) Goodbudget (iii) Mint (iv) Spendee (v) Pen & Paper Tracking (vi) Notion Expense Tracking									
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small>	9. PROBLEM ROOT CAUSE RC <small>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.</small>	7. BEHAVIOUR BE <small>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))</small>	Focus on J&P, tap into BE, understand RC								
	(i) The objective of this application is to enable Users to keep track of their expenses. (ii) If we use this application there is no need for record the expenses manually like records daily expenses in notes (iii) Analyse & compare using graph visualizations (iv) Manual & automated addition of expenses (v) Alert when a threshold limit is reached (vi) It is difficult to make the budget manually, this application helps to make good budgets and avoid unnecessary expenses	(i) Difficult to maintain a note a daily spendings (ii) This makes them to exceed the actual budget that they made (iii) Frustrated of trying to live a economically balanced life (iv) By spending and not tracking expenses, it's easy to go overboard, beyond income (v) They can make the budget limits to avoid the over expenses	(i) User can save all their expenses (ii) Set up a monthly limit on the expense done (iii) Send an email alert if the expense exceeds the limit (iv) Completely reduce spendings or spend all of the savings (v) People who try to do it manually will end up leaving some spendings (vi) Keep track of their expenses and view expenses in a graphical format for detailed analysis									
Define CS, fit into CL	3. TRIGGERS TR <small>What triggers customers to act? (i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news)</small>	10. YOUR SOLUTION SL <small>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.</small>	8.1 ONLINE CHANNELS CH <small>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</small>	Explore AS, differentiate								
	(i) Customers can keep track of their expenses (ii) Providing a visualization about how they spend makes the people to decide easily (iii) Excessive spending	(i) Build an application to track their expenses seamlessly (ii) Allow users to access it for free and make them realize how useful to save money (iii) An efficient and manageable manner, as compared to traditional methods (iv) Provide facilities for manual entry of expenses (v) Alerts when expense goes beyond budget	(i) Maintain excel sheets and use visualizing tools (ii) This app provide the graph for identify the unwaned expenses									
Define CS, fit into CL	4. EMOTIONS: BEFORE / AFTER EM <small>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.</small>	8.2 OFFLINE CHANNELS CH <small>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</small>		Explore AS, differentiate								
	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; width: 50%;">Before</th> <th style="text-align: left; width: 50%;">After</th> </tr> </thead> <tbody> <tr> <td>(i) Anxious</td> <td>(i) Confident</td> </tr> <tr> <td>(ii) Confused</td> <td>(ii) Compose</td> </tr> <tr> <td>(iii) Fear</td> <td>(iii) Calm</td> </tr> <tr> <td>(iv) Depression</td> <td></td> </tr> <tr> <td>(v) Tension</td> <td></td> </tr> </tbody> </table>				Before	After	(i) Anxious	(i) Confident	(ii) Confused	(ii) Compose	(iii) Fear	(iii) Calm
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