

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID02527
Project Name	Project – Personal Expense Tracker
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Earning professionals need a way to track their expenses in terms of money, so that they can increase their productivity and savings	Working Professionals	Manage expenses	Feel that managing money is tedious	It is tedious to track and maintain a spreadsheet while working, managing family	Confused, feeling of wasting more money.
		Save money	Shortage of funds hit when needed	I do not have data clarity on where the money goes	anxious about future.