Problem-Solution fit canvas 2.0

PERSONAL EXPENSE TRACKER APPLICATION

Team ID:PNT2022TMID50153

Define CS, fit into | **Explore AS,**

1. CUSTOMER SEGMENT(S) — CS

- Working people
- House wife

6. CUSTOMER — CC

- **Anxiety-**It's a fear of not having the resources available to meet your needs or face challenges that lie ahead.

5. AVAILABLE SOLUTIONS — AS

- The solution to financial problems is often to reduce expenses, increase income.
- Think about all the things you usually tend to spend money on.

Focus on J&P, tap into BE, understand | **Focus on J&P, tap into BE, understand**

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Solve unexpected expenses and financial anxiety.
- solved by set an limit for the amount to be used for that particular month if the limit is exceeded the user will be notify with email .

9. PROBLEM ROOT CAUSE — RC

- A missed opportunity
- A loss of savings
- Investment gone wrong

7. BEHAVIOUR — BE

- When the user Don't have the knowledge about particular thing this kind of situation occur.

Identify strong TR & EM | **Extract online & offline CH of BE**

3. TRIGGERS — TR

- Seeking for self-gratification by earning the thing.

4. EMOTIONS: BEFORE / AFTER — EM

- **Before**:users are depressed state.
- **After**: users confident to face the expense.

10. YOUR SOLUTION — SL

- This applications will ask users to add their expenses .users can get an analysis of their expenditure in graphical forms. They have 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

8. CHANNELS of BEHAVIOUR — CH

ONLINE

- Online websites
- Social media platforms

OFFLINE

- Customer throw words

CC BY NC ND