

Ideation Phase

Define the Problem Statements

Date : 19 September 2022
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Project Name : PERSONAL EXPENSE TRACKER APPLICATION
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| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|-------------------------------|------------------------|--|--|--|---|
| PS-1 | An Entrepreneur | Manage the finances more efficiently | I often forget many hidden costs of running a business | Insufficient knowledge about how much it costs to run the business | Depressed and unable to track my cash flows efficiently to stay competitive |
| PS-2 | An Employee | Manage the monthly expenses | Couldn't have control over the income and expenditure | I often purchase branded items so cannot limit my expenses | No one to monitor the income and control the expenditure. |
| PS-3 | A Student | Spend my part time job salary for rent, shopping and some other additional expenses. | Cannot find a clear graph of my expenses as my income varies for every month | My income is based on the number of client I approach | Unable to track the expenses which makes me feel low |