Project Title: Project Design Phase-I - Solution Fit Template

DATE	30 September 2022
Team ID	PNT2022TMID04480
Project Name	Personal Expense Tracker
Maximum Marks	2 Marks

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

All Public Users who wants to manage their daily expenses

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.

No custom alert

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

Many Digital app there to store expense

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your

customers? There could be more than one; explore different sides.

Keep track of expenses in digital mode. Alert when the expense limit exceeded.

User authentication stem to

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.

Since there is no alert User spend more than the limit

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)

Storing their expense in digital with alert when limit exceeded

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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.

Nothing in pen and paper makes them difficult to maintain

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.

Difficult, Depressed > Easy, Satisfied

10. YOUR SOLUTION
SL

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.

- **Split the income based on labels.**
- **Alert if the limit exceeded**
- **EM**
- **user authentication with token and mail verification system**
- **Provide graphs based on their expenses**
- **Debt tracker**

8. CHANNELS of BEHAVIOUR
CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Use App to maintain expenses

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Note expenses in Pen & Paper

Identif