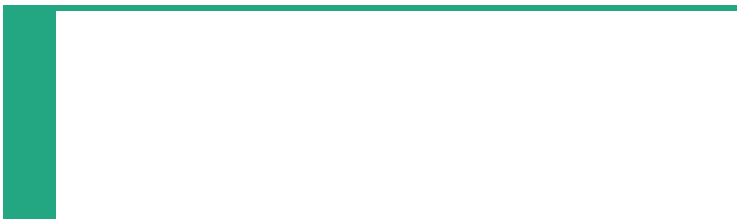# Problem-Solution fit canvas 2.0

PERSONAL EXPENSE TRACKER WEB APPLICATION

1. CUSTOMER SEGMENT(S)

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

-Customers are those who spend money without keeping track of it or struggling to keep a record of it.

- Or retail shop owners who are struggling to keep track of the items sold after buying it in a lot and selling it on a daily basis.

6. CUSTOMER

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.

-Most of the solutions in the internet are limited in usage because of the advertisement they display .

-The solution proposed has the feature that represents the expenses graphically and has a budget notification when your over spending beyond the budget.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the

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

-Expense tracker applications which are available in android and ios.

-a personal expense tracker web application is developed in this project.

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.

-The objective of the web application is that the customers can keep track of their expenses.

-the customers are provided for the categories for the expenses.

-they also get to view the their expenses in a graphical representation.

-customers can upload their photo copy of their bills to store them for the future usage.

9. PROBLEM ROOT CAUSE

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.

-Existing of lot payment methods leads to the manual expense tracking.

-Saves time and money for the future goals.

-makes business forecasting easier.

-improper expense tracking can lead to heavy taxes.

7. BEHAVIOUR

What does your customer do to address the problem and get the job

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)

-User can start using the web app once registration is complete.

-makes sures that the user categorises the expense done for saving money.

-User can set up a monthly limit,So that it limits the user from over spending.

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

-Understanding the fact that the customers can save a lot of money by limiting their expenses for a particular goal.

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.

-it makes a clear vision about the income and the expenditure they have done on a monthly basis.

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 behavior.

-Design a flask based expense tracker web application.
-Enables the email based alert notifications based on the limit of the customer budget.
-enables a graphical representation of the expenditure through the entire month.
-An additional feature for uploading the bills as an image to be stored for future reference.

8. CHANNELS of BEHAVIOR `CH`

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

-Expense tracker online comes with a lot of adds and information gathering about your confidentials.

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

-Tips for better saving money are provided.

Extract online & offline C

AMALTAMA