

# Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	<b>1. CUSTOMER SEGMENTS</b> Self-Employed People Normal People	<b>6. CUSTOMER</b> network connection available devices	<b>5. AVAILABLE SOLUTIONS</b> Use paper or sticky notes ,Excel Sheets, create ledger Cons: paper or Sticky notes are not easy to manage Excel Sheets do very little to help in tracking expenses	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> 1.As people are busy in their daily routine ,they are not able to keep track of their expenses 2. Manual calculation of income & expenses	<b>9. PROBLEM ROOT CAUSE</b> Maintaining Financial Control Holding Yourself Accountable	<b>7. BEHAVIOUR</b> Use Excel sheets ,paper Create ledger	
Identify strong TR & EM	<b>3. TRIGGERS</b> Help you gain control of your personal and business finances. Categorize your purchases so you can spot areas where you can save money.	<b>10. YOUR SOLUTION</b> A complete visualized report of the expenses. Bill Reminders and popup notification of alerts specified. A complete history of monthly reports is available for users to examine their previous expenses. A Smart Investment Plan is provided to users.	<b>8. CHANNELS of BEHAVIOUR</b> 8.1 ONLINE Inserts Expense data into the ledger provided by Personal Assistant Tracker.  8.2 OFFLINE Recording of expenses made by the user and categorize it.	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> Personal Expense Tracker improves commitment behaviour in users. It really shifts the user's life towards achieving their goals.			



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