Problem-Solution fit canvas 2.0

Purpose / Vision : Personal expense tracker

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

- Every Person is our customer because everyone wants to track their personal expenses on what they are spending daily.

- In order to track our daily expenses, we need a personal expense tracker in that case everyone who wants to know their expenses will be our customers

6. CUSTOMER CONSTRAINTS `CC`

What constraints prevent your customers from taking action or limit their choices of solutions? i.e.

- The major constraint for the customer is that to find a suitable application, they need to make an analysis of the amount spending every single time.

- In simple words, the number of customers are willing to track their expenses and it is complicated for the users to choose the best one and decide on which application to select and use, it takes a lot of time to choose the right application.

5. AVAILABLE SOLUTIONS `AS`

Which solutions are available to the customers when they face a problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

Websites and Applications for Personal expense tracking is available, but the problem is that in most of the applications we can't create separate track for different types of expenses.Even if some are available, they are not that effective in predicting the expenses effectively for the user.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs to be done (or problems) do you address for your customers? There could be more than one; explore different sides.

The main problem is to find the best application to effectively and easily track the daily expenses we are spending.

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 application?
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- The expenses that we are spending are not known by us explicitly. As a reason, the users are confused about which application will be suitable for them to recognize correctly for a smooth process.

- In today's busy life people are failed to track their expenses correctly and orderly because they are multiple works to do from time to time.

- This makes a person to be stressed and confused about how much they spend. This leads the user to choose the personal expense tracker to track their expenses effectively and efficiently

7. BEHAVIOUR `BE`

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

- The primary reason of address is the problem by going to each application/website and checking the result on recognizing the expenditure that are been set by the users in that application for making the user's operation easier.

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 neighbor using a personal expense tracker to easily maintain the expenses.

The benefits got by other users are triggering the individuals to make them try the application that is used by the other user. This allows them to ensure effective and reliable approaches for recognition and make their operations easier.

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or are confused about calculating their daily or monthly expenses?

- The users are very much worried about how to calculate their daily, weekly, or yearly, which leads to making a false calculations about their money.

- After the issue has been solved with the help of the application, the users are confident in selecting the right way to track their expenses correctly and effectively. It makes their process way easier.

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.

- The project focuses on tracking the daily expenses of the users and comparing them with the daily limit which was set by the user and preparing an analysis that results in the overall prediction of the expenses for the users.

- The project will provide a way to analyze the expenses spent by the users and will compare them with the limit set by the user and will provide the overall prediction analysis of the expenses that will be helpful for the users.

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8. CHANNELS of BEHAVIOUR `CH`

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

The actions taken by the customer in the ways of online is that search for the application and their requirements but visiting each of them takes a lot of time for the users. There are many chances of missing the better feature to recognize expenses effectively and correctly.

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

The offline way of recognizing personal expenses is not similar to that of the online one as the manual way is time-consuming and not effective in recognition. This will lead to a lot of stress among the users as it takes a lot of time and effort.

Extract online & offline CH of BE

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