Problem-Solution fit canvas 2.0

Purpose / Vision   PERSONAL EXPENSE TRACKER APPLICATION

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

Customers who have trouble or require assistance with a product or secure they purchased.

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.

1.Users will not able to spend money beyond the wallet limit.

2.Users will not able to use the application without register.

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

When user forgot the password- They can able to login by using email verification.

This application replaces manual work of planning budget into making budget with some limitations digitally.

Explore AS, differentiate

Focus on J&P, tap into

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 frequent problem is not having/getting a satisfactory answer not having a solution to the customer problem

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.

It is challenging for people to manage their cash flow day-to-day.
They always prepare a monthly budget for their expenses manually

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)

When it comes to accounting, manual calculation leads to fluctuation in spending. These problems can be overcome by this application Users can add their income in the wallet and set the limit amount for spending.

Focus on J&P, tap int   C

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.

Providing better customer service and creating awareness to the customer and improve the customer loyalty

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.

Before: Confusion, Fluctuation in spending money

After: Clear, independent, Spending money on valuable things

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.

Users can able to add their monthly income in their wallet in this application.
They can set the limit in the wallet so that they are not spending more money on unwanted things.
If they are exceeding the amount in the wallet or the limit amount then the user will be notified through email

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE

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

This app makes user to set a budget for each category and receive alerts when the limit exceeds and also provide report of their expenses and budget in terms of graph. So these are the better ways to realize where they are spending money.

8.2 OFFLINE

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

Writing everything outside hand is too much work. So doing everything on spreadsheet and apps saves lot of time. Users may lose their current or past budget, they don't want to do the math by hand. By using this app, user dont have to remember to bring *budget note everywhere.*

Extract online & offline CH of BE

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