

## Project Design Phase-I Problem – Solution Fit Template

Date	15 October 2022
Team ID	PNT2022TMID20053
Project Name	Project – Personal Expense Tracker Application
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

### Template:

PROBLEM SOLUTION FIT - PERSONAL EXPENSE TRACKER - TEAM ID: PNT2022TMID20053			
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Define CS, fit into CC</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">1. CUSTOMER SEGMENT(S)</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">CS</div> <p>Who is your customer?</p> <ul style="list-style-type: none"> <li>Person who need to maintain their daily expenses.</li> <li>People who face problems in budgeting their income.</li> <li>People who need to track their expense.</li> <li>People who need better ideas to manage their income and investments.</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">6. CUSTOMER</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">CC</div> <p>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.</p> <ul style="list-style-type: none"> <li>Lack of knowledge.</li> <li>Doubts in existing solution due to fear of lot of scams.</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">5. AVAILABLE SOLUTIONS</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">AS</div> <p>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital networking</p> <ul style="list-style-type: none"> <li>Existing solutions are customers used notebooks or small diaries or excel sheets to maintain their expenses.</li> <li>Pros: they can update it daily if needed.</li> <li>Cons: The manual work may take more time.</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Explore AS, differentiate</div>
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">J&amp;P</div> <p>Which jobs-to-be-done (or problems) do you address for your customers? These could be more than one; explore different sides.</p> <ul style="list-style-type: none"> <li>Send Alert Notification on time.</li> <li>Maintain User Data Securely.</li> <li>User friendly Interface.</li> <li>Giving budgeting ideas to customer.</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">9. PROBLEM ROOT CAUSE</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">RC</div> <p>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.</p> <ul style="list-style-type: none"> <li>Improper planning.</li> <li>Can't do these work manually because it takes lot of time.</li> <li>Lack of knowledge in budgeting.</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">7. BEHAVIOUR</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">BE</div> <p>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)</p> <ul style="list-style-type: none"> <li>Should reduce unwanted expenditure.</li> <li>Make use of some applications/software tools to maintain expenses.</li> <li>Should gain knowledge related to budgeting.</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div>
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Identify strong TR &amp; EM</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">3. TRIGGERS</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">TR</div> <p>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</p> <ul style="list-style-type: none"> <li>Comparing with others budgeting ideas.</li> <li>Lacking in budgeting skills.</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">10. YOUR SOLUTION</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">SL</div> <p>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.</p> <ul style="list-style-type: none"> <li>To create some application track monthly expenses.</li> <li>To create an application to manage both budget plan and expenditure.</li> <li>By those analysis, it gives better ideas to the customer.</li> <li>And make this application accessible anywhere and anytime with user friendly interface.</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">8. CHANNELS of BEHAVIOUR</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">CH</div> <p>8.1. ONLINE What kind of actions do customers take online? Extract online channels from 9?</p> <ul style="list-style-type: none"> <li>Customer can manage their expenses and track it online using this application.</li> </ul> <p>8.2. OFFLINE What kind of actions do customers take offline? Extract offline channels from 9? and use them for customer development.</p> <ul style="list-style-type: none"> <li>Customer can maintain their expenses manually using notebooks or diary but it takes more time.</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Extract online &amp; offline CH of BE</div>
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">4. EMOTIONS: BEFORE / AFTER</div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">EM</div> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in-control - use it in your communication strategy &amp; design.</p> <ul style="list-style-type: none"> <li>Before using the application, they don't have better ideas in budgeting and they feel stressful.</li> <li>After using the app user feel confident and gain knowledge in managing his/her expense.</li> </ul>			



Problem-Solution fit canvas is licensed under a Creative Commons Attribution-ShareAlike 4.0 license. Created by Daria Amaltama.com

