

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Common people earning and managing their life financially. People owing or running a business.	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL High security to credentials not available. No good customer support and real-time tracking of un-tracked expenses. No graphical representation of expenses.	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS Best tracking of expenses but manual entry for the expenses is needed. Less security to entered credentials and low-performance. No good customer support and user-interface	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR <ul style="list-style-type: none"> No real-time tracking of expenses Less security and customer support No graphical representation of expenses Real-time notification for un-tracked expenses is not available 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Not linking financial accounts to the application due to security reasons Less focus on user-interface and customer support team Real-time tracking is difficult for physical mode of payment 	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE <ul style="list-style-type: none"> Most often these issues occur Mediately occurring issue Issue is not a game-changer Highly occurring issue for all customers 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Want a healthier and a stable financial life? Then why not to use a Personal Expense Tracker!	10. YOUR SOLUTION SL A complete application that uses major details of the user that is related to the financial life with high security and real-time tracking of expenses done by the user. To provide a visual representation of expense and notify user for un-tracked expenses with good customer support.	8. CHANNELS of BEHAVIOR CH ONLINE <ul style="list-style-type: none"> Less security and customer support Real-time notification for un-tracked expenses is not available 	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM Stressed time in managing expenses. Easy and efficient method to tackle and manage important expenses with at most security		OFFLINE <ul style="list-style-type: none"> No real-time tracking of expenses No graphical representation of expenses 	