

## Ideation Phase

### Define the Problem Statements

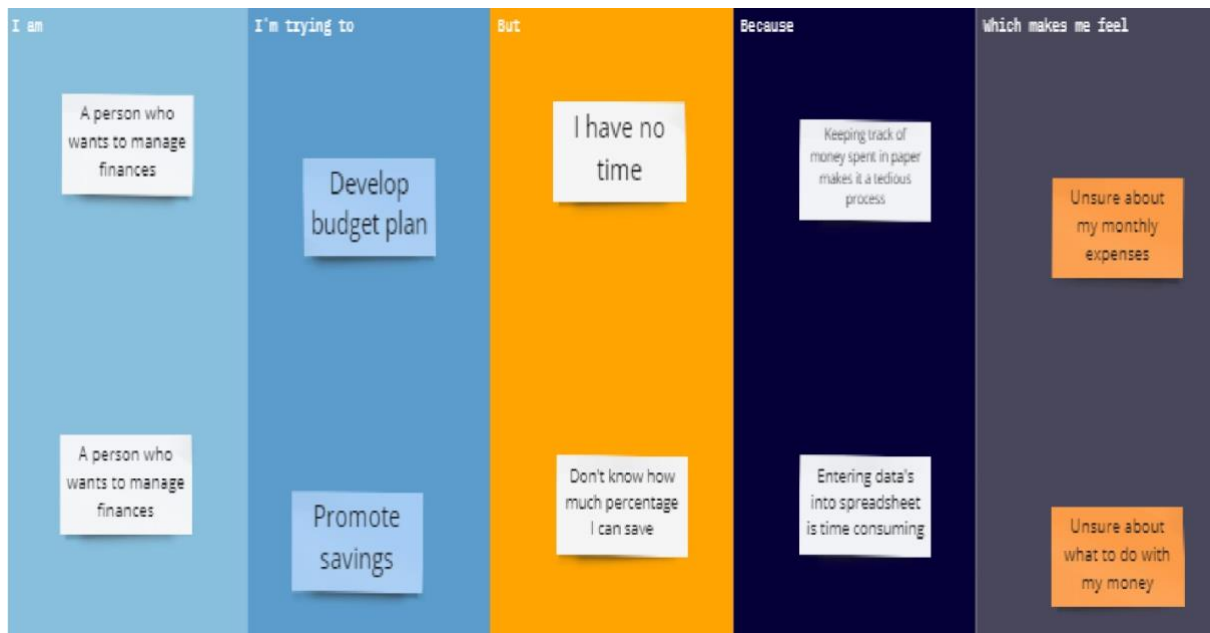
Date	19 September 2022
Team ID	PNT2022TMID18464
Project Name	Project – Personal Expenses Tracker Application
Maximum Marks	2 Marks

#### Personal Expense Tracker Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated PET problem statement allows you and your team to find the ideal solution for the challenges your face financially in your day to day life. Throughout the process, you'll also be able to empathize with your finance, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers



Problem Statement (PS)	I am (Person)	I'm trying to	But	Because	Which makes me feel
PS-1	Develop expenses tracker	Develop a budget plan	I have no time	Keep time engage in traditional savings plan	Unsure about my monthly expense
PS-2	Manage finance	Promote saving plan	How much percentage I save	Data entry is time consuming	Unsure about my money