

Personal Expense Tracker

Problem Solution Fit

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1. CUSTOMER SEGMENT(S)

Who is your customer?

CS

The main customers for our project are:

Persons who are in need of
expense tracker like
adults/teenagers.

6. CUSTOMER CONSTRAINTS

CC

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

- Not having good signal.
- Having thoughts that personal information may be accessed by third parties.
- Concern about misuse of personal information
- Lack of knowledge of user guide to use an app

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?

PROS

- Track investments and create savings goals
- Send and track invoices in multiple currencies
- Connect accounts to categorize transactions

CONS

- One of the more expensive expense tracker apps
- No receipt uploading
- Accounts sometimes need re-authorization to sync

2. JOBS-TO-BE-DONE / PROBLEMS

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

J&P

- App assesses taxes automatically on your invoice.
- Report helps users to know the saving balance.
- Track all transaction in daily, weekly and monthly basis.

9. PROBLEM ROOT CAUSE

C

What is the real reason that this problem exists? What is the backstory behind the need to do this job?
i.e., customers have to do it because of the change in regulations.

- The customer have no control over their money
- People constantly worried and stressed about their finances. this app helps to budget their money so that you use it wisely.
- By using this app they can figure out what is happening with their money.

7. BEHAVIOR

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)

- It gets irritated when you receive loan messages and advertisements
- Avoid security issues
- Connect accounts to categorize transactions

3. TRIGGERS

What triggers customers to act? i.e., seeing their neighbors installing solar panels, reading about a more efficient solution in the news.

- Comparison with the fellow beings.
- Getting jealous of someone else's wealth.

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem and afterwards?

BEFORE:

- check your expense statement
- Categorize your expenses.
- Budgeting or expense-tracking apps
- Explore other expense trackers.

AFTER:

- Bill expense tracker and alerts to help you avoid late tracks.
- monitor your track application
- Automatically track expense and snap pictures of receipts

10. YOUR SOLUTION

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.

An app through which the user can log in and With the help of this application, they can manage their expenses on a daily, weekly and monthly basis. They become to know how much they are spending and having balance and to use it wisely. They use can get alert message if they exceed their expenses. The user can also generate report of their expenses.

8. CHANNELS OF BEHAVIOR

ONLINE

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

- Create our budget and saving amount
- Reports can be accessed via the internet

OFFLINE

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

- Bank detail verification
- In offline mode, the message is generated