

Project Title: Personal Expense Tracker Application  
Project Design Phase-I – Problem Solution Fit  
Team ID: PNT2022TMID23346

Discover, Research	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><ul style="list-style-type: none"><li>Businessman</li><li>Housewife</li><li>Professionals</li></ul></div></div>	<div>6. CUSTOMER<div>CC</div><div><ul style="list-style-type: none"><li>It is a fear of not having the resources available to meet our needs.</li><li>Most of them don't have a reminder to warn them of their expenses and help to overcome the high expenses.</li></ul></div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><ul style="list-style-type: none"><li>The available solution is to provide a platform for the customer to keep track of the expenses.</li><li>To reduce the expenses and increase the income.</li><li>Think about all of your expenses you usually tend to spend your money on and prioritize which is important and plan accordingly.</li></ul></div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><div><ul style="list-style-type: none"><li>Solve unexpected expenses and financial anxiety.</li><li>Lack of awareness.</li><li>Remind the customer about their financial status and how to compensate the expenses.</li><li>To set a limit of a particular amount and keep track of the expenses without exceeding the limit.</li></ul></div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div><ul style="list-style-type: none"><li>Users are not very much careful about their savings and spend money without keeping track of it.</li><li>It often leads them to spend extra and it will lead them to a financial crisis.</li><li>Also, They are less motivated about the cause of this and it will trouble their savings and may end up in many financial problems.</li></ul></div></div>	<div>7. BEHAVIOUR<div>BE</div><div><ul style="list-style-type: none"><li>To develop a web application which includes all the factors to keep track of their expenses.</li></ul></div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div><ul style="list-style-type: none"><li>Seeking for self-gratification by earning the thing.</li></ul></div></div>	<div>10. YOUR SOLUTION<div>SL</div><div><ul style="list-style-type: none"><li>This application will help the users to add their expenses so they can get an analysis of their expenditure in a graphical form. They have an option to set a limit of the amount to be used for a particular month and if the limit is exceeded the user will be notified with an alert message.</li></ul></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>ONLINE<div><ul style="list-style-type: none"><li>Google advertisements.</li><li>Social media platforms.</li></ul></div>OFFLINE<div><ul style="list-style-type: none"><li>Through words.</li><li>Recommendation from the customers.</li></ul></div></div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div><ul style="list-style-type: none"><li>Before : Fear , Hopeless , Depressed</li><li>After : Confident , Aware</li></ul></div></div>			

