

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

Date	3 october 2022
Team ID	PNT2022TMID34858
Project Name	Personal Expense Tracker
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:

Project Title: Personal Expense Tracker Application
Project Design Phase-I - Solution Fit
Team ID: PNT2022TMID34858

<b>1.Customer Segment</b> <ul style="list-style-type: none"> <li>• Businessman</li> <li>• College student</li> <li>• Family man and women</li> <li>• salaried person</li> </ul>	<b>6.Customer Limitation</b> <ul style="list-style-type: none"> <li>• unnecessary expenses.</li> <li>• over spending.</li> <li>• poor money management.</li> <li>• Failed to pay bills/fees on time.</li> </ul>	<b>5.Available solution</b> <ul style="list-style-type: none"> <li>• Plan a monthly budget.</li> <li>• Track a daily spending.</li> <li>• Remainder for budget limits to save money.</li> <li>• user friendly UI.</li> </ul>
<b>2.Problems/Pains</b> <ul style="list-style-type: none"> <li>• People should enter a expense manually or physically.</li> <li>• People missing a expense details.</li> <li>• Over money spending.</li> </ul>	<b>9.Problem root/cause</b> <ul style="list-style-type: none"> <li>• Many People didn't have financial Knowledge.</li> <li>• People can't become financial independent.</li> <li>• Can't Maintain track of spending records.</li> </ul>	<b>7.Behavior</b> <ul style="list-style-type: none"> <li>• Customer can track the expense through graph.</li> <li>• Reduce the time compare to existing system.</li> <li>• Increase knowledge in Finance Management.</li> </ul>
<b>3.Triggers to act</b> <ul style="list-style-type: none"> <li>• Many people have problem with managing money they are our customers.</li> <li>• Improve the business by good Financial management.</li> <li>• People can reduce wants and increase savings through our application.</li> </ul>	<b>10.Your Solution</b> <ul style="list-style-type: none"> <li>• Our application to improve the user friendly experience.</li> <li>• Improve customer's financial freedom by some plans.</li> <li>• Data in cards and charts to understand easily.</li> <li>• Limit the spending by spending alert method this send alert message to user.</li> <li>• Keeping user's data secure and user authentication.</li> </ul>	<b>8.Channels &amp;behaviour (Online)</b> <ul style="list-style-type: none"> <li>• By following the record daily and monthly to improve the spending habit.</li> <li>• It increase users savings and monitor savings.</li> </ul>
<b>4. Emotions</b> <ul style="list-style-type: none"> <li>• People get angry when they have no money on emergency situation.</li> <li>• Existing system consume more effort and physical works it gives more tension.</li> </ul>		<b>(Offline)</b> <ul style="list-style-type: none"> <li>• By saving money It is used in buying necessary needs and emergency funds.</li> </ul>