Project Title: Personal Expense Tracker Application   **Team Id : PNT2022TMID15641**   **Project Design Phase-I - Solution Fit Template**

Define CS, fit into CC

Focus on J&P, tap into BE, understand RC

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Customers are those who spend money without keeping track of it.
- Those who spend money lavishly.
- Provides a whole lot of different categories of expenditure types to avoid mismatch of expenditure.

6. CUSTOMER CONSTRAINTS   `CC`

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Most of the solution available in the internet hosts a lot of adds limiting its usability.
- The solution proposed here has a feature to view the expense graphically.
- Also it has email alert feature which sends email if the expense exceeds the given limit.

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? i.e. pen and paper is an alternative to digital notetaking

- eExpense is a mobile application that runs on the Android smartphones. Using this application, users can save their expense by scanning the bills and the receipt copies. This application is useful only for Android users and It does not provide graphical visualizations.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

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

- Expense tracking is essential in successful financial management. By knowing where our money goes, we can effectively sort out our financial priorities based on our budget. This will help us save for our financial goals and achieve the lifestyle we want.
- The objective of this application is to enable customers to keep track of their expenses.
- They also get an option to view the expenses as a graphical representation given the period of 1 year, 6 months etc.

9. PROBLEM ROOT CAUSE   `RC`

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

- Inability to live a life with scheduled financial expenses, thereby falling into debt traps.
- By spending lavishly and not tracking expenses, it's easy to go overboard, beyond income.
- Frustrated of trying to live a economically balanced life.

7. BEHAVIOUR   `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)

- User can save all their expenses .
- Set up a monthly limit on the expense done.
- Send an email alert if the expense exceeds the limit.
- Keep track of their expenses and view expenses in a graphical format for detailed analysis.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS   `TR`

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

- Understanding the fact that the customers can save a lot of money by these expense apps.
- Customers can keep track of their expenses.
- .

4. EMOTIONS: BEFORE / AFTER   `EM`

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- They feel a lot clear about the income and expenses made

10. YOUR SOLUTION   `SL`

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.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- Design a flask based personal expense tracker application.
- Email Alert feature which sends expense alerts using sendgrid framework
- An option to view expenses in a graphical format.

8. CHANNELS of BEHAVIOUR   `CH`

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

- Expense trackers online come with a lot of ads which on clicking steals data like account number if provided

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

- Make sure they are aware of the tax rules by reading the available books to make them tax read.