**Project Title: Personal Expense Tracker Project Design Phase-I – Solution Fit Team ID: PNT2022TMID09631**

**1. CUSTOMER SEGMENT(S)**

* It is a fear of not having the resources available to meet our needs.
* Most of them don’t have a reminder to warn them of their expenses and help to overcome the high expenses.

**CS**

**6. CUSTOMER**

**CC**

1. **AVAILABLE SOLUTIONS**

**AS**

* + The available solution is to provide a
* Businessman
* Housewife
* Professionals

**Deﬁne CS, ﬁt into CC**

platform for the customer to keep track of the expenses.

* + To reduce the expenses and increase the income.
  + Think about all of your expenses you usually tend to spend your money on and prioritize which is important and plan accordingly.

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

**2. JOBS-TO-BE-DONE / PROBLEMS**

* Solve unexpected expenses and financial anxiety.
* Lack of awareness.
* Remind the customer about their financial status and how to compensate the expenses.
* To set a limit of a particular amount and keep track of the expenses without exceeding the limit.

**Explore AS, differentiate**

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

**J&P**

**9. PROBLEM ROOT CAUSE**

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**RC**

1. **BEHAVIOUR**

**BE**

* Users are not very much careful about their savings and spend money without keeping track of it.
* It often leads them to spend extra and it will lead them to a financial crisis.
* Also, They are less motivated about the cause of this and it will trouble their savings and may end up in many financial problems.
* To develop a web application which includes all the factors to keep track of their expenses.
  1. **TRIGGERS TR**

**Identify strong TR & EM**

* Seeking for self-gratification by earning the thing.
  1. **EMOTIONS: BEFORE / AFTER EM**

**10. YOUR SOLUTION SL**

**8. CHANNELS of BEHAVIOUR CH**

**ONLINE**

* 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.

**Extract online & ofﬂine CH of BE**

* Google advertisements.
* Social media platforms.

**OFFLINE**

* **Before :** Fear , Hopeless , Depressed
* **After :** Confident , Aware
* Through words.
* Recommendation from the customers.