

Problem - Solution fit

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1.CUSTOMER SEGMENT(S):

People who are struggling to track their expenses are our customers. They can use our app to maintain records about their income and expenses.

2.PROBLEMS:

In a paper-based expense tracker system it is difficult to track our monthly expenses manually. The paper-based expense records may get lost in some extent. And also, it is very difficult to manage.

3. TRIGGERS:

Create an awareness between the people about their Expenses and income

4. EMOTIONS: BEFORE / AFTER

Confusion, Difficult to manage / Easy to manage, Able to visualize the Expense

6. CUSTOMER

Enter the record manually. The person who is using the System must have some technical Knowledge

9. PROBLEM ROOT CAUSE

The main cause of the problem is if we make the note of our expense in a paper/hand written it may have the chance of missing or can be destroyed. And also, it took a lot of time to progress it.

10. YOUR SOLUTION

Our application is used to monitor the daily expense with some graphical representation. And also, we notify the user when he/she spends extra amount on something. We generate the expense reports.

5. AVAILABLE SOLUTIONS

User can be able to add the expense. But they can't be able to set the expense limit in the application.

7. BEHAVIOUR

We usually take the expense in the notes app. Or otherwise, we ask others to remember the expenses. These are some of the methods we are usually following.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

Download statements from bank and pay monthly installment

8.2 OFFLINE

Using spreadsheets and notes for financial management

Focus on J&P, tap into BE, understand

Identify strong TR & EM

Focus on J&P, tap into BE, understand

Extract online & offline CH of BE