Project Title:Personal Expense Tracker Application **Project Design Phase-I** - **Solution Fit Team ID:**PNT2022TMID03619

**Explore AS, differentiate**

## 1. CUSTOMER SEGMENT(S)

**Deﬁne CS, ﬁt into CC**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

-person who make budget

-person who plan for trip

-person who makes weekly or monthly budget

-persons who makes more expensive than salary

**CS**

## 6. CUSTOMER

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.

-customers have an account

-customers have a cell phone

-subscriptions

**CC**

## 5. AVAILABLE SOLUTIONS

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

Budget Bakers: it can be used only in android. QuickBooks: No chat supports

**AS**

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

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

Which jobs-to-be-done (or problems) do you address for your customers?There

**J&P**

## 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is

**RC**

## BEHAVIOUR

What does your customer do to address the problem and get the job done?

**F**

**o c u**

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

**BE s**

could be more than one; explore different sides.

-People need to have their recorded on the pen and paper

-People can keep the data on single device only and they cannot share the budget with the family members

the back story behind the need to do this job?

i.e. customers have to do it because of the change in regulations.

-People need to have their manually enter the data everything they make a payment.

-People are not going open the app everything they make a payment

While they enter the data, they must remember all the payment they made for the day

i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts; indirectly **o**

associated: customers spend free time on volunteering work (i.e. Greenpeace) **n**

-Half of the people make use of pen and paper to **J**

keep track. **&**

-people skip half of the payment they made for **P**

day **,**

# t a

## 10. YOUR SOLUTION SL



**3. TRIGGERS**

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

**TR**

-Half of the people make use of pen and paper to keep track.

-people skip half of the payment they made for day

**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.

-People don’t feel attracted by the expensive tracker

-People will feel free to use the app on their use only they check how make they have spent today

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 inthe canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behaviour.

-our solution will make the user need not to enter the data by their hand’s

**Identify strong TR & EM**

-we will provide the two modes

-manual mode were the user needs to enter the data by their hand.

-automatic were the data will be enter system itself

## CHANNELS of BEHAVIOUR CH

### ONLINE

**Extract online & ofﬂine CH of BE**

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

-Their daily expense get update to the cloud

-Their can share their budget plan with friends and family members

### OFFLINE

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

-Their daily expense budget calculation will be done

-Their graphical representation will be show in offline