

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID25536
Project Name	Personal Expense Tracker Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

Many organizations have their own system to record their income and expenses, which they feel is the main key point of their business progress. It is good habit for a person to record daily expenses and earning but due to unawareness and lack of proper applications to suit their privacy, lacking decision making capacity people are using traditional note keeping methods to do so. Due to lack of a complete tracking system, there is a 2 constant overload to rely on the daily entry of the expenditure and total estimation till the end of the month.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



1. Who does the problem affect ?

Young adults and earning middle class citizens.

2. What is the issue ?

Lack of financial literacy among people

3. When does the issue occur ?

Primarily when the person moves from college to job and starts earning their own money.

4. Where is the issue occurring ?

Especially among young engineers who are newly exposed to consumer centric market and services.

5. Why is it important that we fix the problem ?

The recent BuyNowPayLater services and Credit apps have made people spend more than what they earn and repay.