Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

The personal expense tracking system can be used by individual users, Working people, students, office management other small organizations etc.

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.

The User should have internet access to store data as well as to sign up or sign in to access the application with their own account.

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

One of the available solutions is tracking the expenses manually using a note and a pen, a traditional way to keep track of your expenses. But this solution is not efficient since it is a time-consuming process.

Explore AS, differentiate

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

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.

The main problem is to provide an optimized and efficient personal expense tracking application to the users for better management of their expenses and savings.

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.

People are concerned about spending their money on waste and struggling to save some money. Keep tracking of expenses will be a greater solution to save money at all costs

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)

The primary reason to address the problem is the user who is the retailer, who wants track their expenses anytime. The user needs to keep updating about their expenses then and there.

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

Identify strong TR & EM

3. TRIGGERS — TR
What triggers customers to act? i.e. seeing their neighbour installing

Seeing their friends or co-workers who efficiently saves money will trigger them to use the application

4. EMOTIONS: BEFORE / AFTER — EM
How do customers feel when they face a problem or a job and afterwards?

Using manual method will consume lot of time. But using app will be easier to track expenses anytime anywhere

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.

This project is aimed at developing a desktop-based application named Personal expense tracker for managing the expenses. This system can be used to update the daily expenses of the user and set target/goals to save money.

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

The actions taken by the user is that storing the details of the expenses immediately after spending

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7

The user can save their expense entries in the local storage when the device connected to internet the data will be sent to the cloud

Extract online & offline CH of BE

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