PROBLEM STATEMENT

Samuel **is a** business man

user name   user characteristics

who needs a way to categorize all the company expenses

user need

because he wants to create a more accurate budget and look into reducing some cost

insight

PROBLEM STATEMENT

Joel _____ is a _____ student

user name   user characteristics

who needs _____ to reduce his unnecessary expenses _____

user need

because _____ so that he can spend it mindfully on his tuition, exam fee, books, projects, etc… _____

insight

PROBLEM STATEMENT

Grace   is an   employee

user name   user characteristics

who needs   reminder of her monthly expenses

user need

because   she wants to know when she has to pay for gas, airline tickets, electricity,etc…

insight

PROBLEM STATEMENT

_____ **Robert Junior** _____ is a _____ **Money lender** _____

user name   user characteristics

who needs _____ a way to track the details of the money he lent _____

user need

because _____ he wants to know to whom, how much, when and why he lent it and when he is supposed to get that money back along with the interest _____

insight