

Problem - Solution fit

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Purpose / Vision

Focus on J&P, tap into BE, understand	1. CUSTOMER SEGMENT(S): CS People who are struggling to track their expenses are our customers. They can use our app to maintain records about their income and expenses.	6. CUSTOMER CC Enter the record manually. The person who is Using the System must have the some technical Knowledge	5. AVAILABLE SOLUTIONS AS User can able to add the expence. But they can't able to set the expense limit in the application.
	2. PROBLEMS: J&P In paper-based expense tracker system it is difficult to track us monthly expenses manually. The paper-based expense records may get lost in some extent. And also, it is very difficult to manage.	9. PROBLEM ROOT CAUSE RC The main cause of the problem is if we make the note of our expense in an paper/hand written it may have the chance of missing or can be destroyed. And also it took lot of time to progress it.	7. BEHAVIOUR BE 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.
Identify strong TR & EM	3. TRIGGERS TR Create an awareness between the people about their Expenses and income.	10. YOUR SOLUTION SL Our application is used to monitor the dialy expense with some graphical representation. And also we notify the user when he/she spends extra amount on something. We generate the expense reports.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Download statements from bank and pay monthly installment 8.2 OFFLINE Using spreadsheets and notes for financial management
	4. EMOTIONS: BEFORE / AFTER EM Confusion, Difficult to manage / Easy to manage, Able to visualize the Expense.		Extract online & offline CH of BE