

## Problem - Solution fit

### 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 some technical knowledge

### 5. AVAILABLE SOLUTIONS

AS

User can be able to add the expense. But they can't be able to set the expense limit in the application.

### 2. PROBLEMS:

J&P

In a paper-based expense tracker system it is difficult to track our 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 a paper/handwritten it may have the chance of missing or can be destroyed. And also, it took a 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.

### 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 daily 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

Focus on J&P, tap into BE, understand

Identify strong TR & EM

Focus on J&P, tap into BE, understand

Extract online & offline CH of BE