

## Ideation Phase

### Define the Problem Statements

|               |                                      |
|---------------|--------------------------------------|
| Date          | 24 September 2022                    |
| Team ID       | PNT2022TMID10365                     |
| Project Name  | Personal Expense Tracker Application |
| Maximum Marks | 2 Marks                              |

#### Customer Problem Statement Template:

A well-articulated customer problem statement allows us to find the ideal solution for the challenges our customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

|                            |   |   |
|----------------------------|---|---|
| <b>I am</b>                | Describe customer with 3-4 key characteristics - <i>who are they?</i>                                 | Describe the customer and their attributes here                             |
| <b>I'm trying to</b>       | 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                              |
| <b>but</b>                 | 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                  |
| <b>because</b>             | 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                          |
| <b>which makes me feel</b> | 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 |

#### Personal Expense Tracker Application:

|              |                                      |   |                                   |                     |
|--------------|--------------------------------------|---|-----------------------------------|---------------------|
| I am         | I'm trying to                        | But   | Because                           | Which makes me feel |
| a Traveller. | track my expenses during every trip. | unable to sort out my expenses with my records. | there is no root for me to do so. | worried.            |

| <b>Problem Statement (PS)</b> | <b>I am (Customer)</b> | <b>I'm trying to</b>       | <b>But</b>                                      | <b>Because</b>                                       | <b>Which makes me feel</b> |
|-------------------------------|------------------------|----------------------------|---|--|----------------------------|
| PS-1                          | an employee.           | Make a monthly budget.     | There are no facilities to set a budget.        | I need to save money for my future plans.            | Frustrated.                |
| PS-2                          | A manager.             | Keep track of my expenses. | Can't categorize the various types of expenses. | There is no option to organize the various expenses. | Uncomfortable.             |