Project Design Phase-I
Solution Fit

Project Title: Personal Expense Tracker Application   **Team ID:** PNT2022TMID32569

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) — CS	6. CUSTOMER CONSTRAINTS — CC	5. AVAILABLE SOLUTIONS — AS	Explore AS, differentiate
	Who is your customer? i.e. working parents of 0-5 y.o. kids	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.	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	
	Customers are those who need to keep an accurate record of their money. Customers who can ensure that money is used wisely. Customers who wants to categorize the expenses such as food, entertainment, education etc.	Internet hosts lot of ads limiting the application usability. Adding the expenses made each and every time manually reduces the users.	Using Excel spreadsheets to note the expenses and making the calculation where the calculation requires more time and no graphical representation is been provided.	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS — J&P	9. PROBLEM ROOT CAUSE — RC	7. BEHAVIOUR — BE	Focus on J&P, tap into BE, understand RC
	Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	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.	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)	
	A Expense tracking helps in finance management by knowing the income based on expenditure made. This helps to save money. The objective of this application is to achieve optimal profit, both in short and long run. People can also view the expenses as a graphical representation and compare the expenses made.	Inconvenience to live a life with standardized financial expenses, which may lead into dept traps. Spending lavishly without keeping records lead to spend beyond income. It includes stressed and complications to live a economically balanced life.	User can reduce few expenses made unnecessarily. Sends the Email alert if the expense exceeds the limit. Keep track of the expenses and view them in a graphical format for detailed analysis.	

Identify strong TR & EM	3. TRIGGERS — TR	10. YOUR SOLUTION — SL	8. CHANNELS of BEHAVIOUR — CH	Extract online & offline CH of BE
	What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	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.	**8.1 ONLINE** What kind of actions do customers take online? Extract online channels from #7	
	Application allows the customers to reduce the lavish expenses made.	Email alert which notifies the user when maximum amount is spent using sendgrid framework. Application allows to view expenses in graphical from.	Expense tracker in online come with a lot of ads which have possibilities of stealing data.	
	4. EMOTIONS: BEFORE / AFTER — EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.		**8.2 OFFLINE** What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	
	They have a better understanding of the income and outgoings.		User should be aware of the tax rules by reading terms and conditions.	