

# Project Design Phase-I Solution Fit

**Project Title:** Personal Expense Tracker Application

**Team ID:**PNT2022TMID28027

|                         |   |  |  |                                   |
|-------------------------|---|--|--|-----------------------------------|
| Define CS, fit into CC  | <b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b><br>Who is your customer?<br>i.e. working parents of 0-5 y.o. kids<br>Customers are those who need to keep an accurate record of their money.<br>Customers who can ensure that money is used wisely.<br>Customers who wants to categorize the expenses such as food,entertainment, education etc.  | <b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b><br>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.<br>Internet hosts lot of ads limiting the application usability.<br>Adding the expenses made each and every time manually reduces the users.  | <b>5. AVAILABLE SOLUTIONS</b> <b>AS</b><br>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<br>Using Excel spreadsheets to note the expenses and making the calculation where the calculation requires more time and no graphical representation is been provided.  | Explore AS, differentiate         |
|                         | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b><br>Which jobs-to-be-done (or problems) do you address for your customers?<br>There could be more than one; explore different sides.<br>A Expense tracking helps in finance management by knowing the income based on expenditure made. This helps to save money.<br>The objective of this application is to achieve optimal profit, both in short and long run.<br>People can also view the expenses as a graphical representation and compare the expenses made. | <b>9. PROBLEM ROOT CAUSE</b> <b>RC</b><br>What is the real reason that this problem exists?<br>What is the back story behind the need to do this job?<br>i.e. customers have to do it because of the change in regulations.<br>Inconvenience to live a life with standardized financial expenses, which may lead into dept traps.<br>Spending lavishly without keeping records lead to spend beyond income.<br>It includes stressed and complications to live a economically balanced life.  | <b>7. BEHAVIOUR</b> <b>BE</b><br>What does your customer do to address the problem and get the job done?<br>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)<br>User can reduce few expenses made unnecessarily.<br>Sends the Email alert if the expense exceeds the limit.<br>Keep track of the expenses and view them in a graphical format for detailed analysis. |                                   |
|                         | <b>3. TRIGGERS</b> <b>TR</b><br>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<br>Application allows the customers to reduce the lavish expenses made.   | <b>10. YOUR SOLUTION</b> <b>SL</b><br>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.<br>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.<br>Email alert which notifies the user when maximum amount is spent using sendgrid framework.<br>Application allows to view expenses in graphical from. | <b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7<br>Expense tracker in online come with a lot of ads which have possibilities of stealing data.<br><b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.<br>User should be aware of the tax rules by reading terms and conditions.                             |                                   |
| Identify strong TR & EM | <b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b><br>How do customers feel when they face a problem or a job and afterwards?<br>i.e. lost, insecure > confident, in control - use it in your communication strategy & design.<br>They have a better understanding of the income and outgoings.   |  |  | Extract online & offline CH of BE |

Define CS, fit into CC

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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