

Project Design Phase-I Problem – Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID13990
Project Name	Project - Personal Expense Tracker Application
Maximum Marks	2 Marks

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <p>Common people earning and managing their life financially. People owing or running a business.</p>	<p><small>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.</small></p> <p>High security to credentials not available. No good customer support and real-time tracking of un-tracked expenses. No graphical representation of expenses.</p>	<p><small>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</small></p> <p>Best tracking of expenses but manual entry for the expenses is needed. Less security to entered credentials and low performance. No good customer support and user-interface</p>	
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
	<p><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <ul style="list-style-type: none"> ➤ No real-time tracking of expenses ➤ Less security and customer support ➤ No graphical representation of expenses ➤ Real-time notification for un-tracked expenses is not available 	<p><small>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.</small></p> <ul style="list-style-type: none"> • Not linking financial accounts to the application due to security reasons • Less focus on user-interface and customer support team • Real-time tracking is difficult for physical mode of payment 	<p><small>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)</small></p> <ul style="list-style-type: none"> • Most often these issues occur. • Immediately occurring issue. • Highly occurring issue for all customers • Issue is not a game-changer 	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	Extract online & offline CH of BE	
	<p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <p>Want a healthier and a stable financial life? Then why not to use a Personal Expense Tracker!</p>	<p><small>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.</small></p> <p>A complete application that uses major details of the user that is related to the financial life with high security and realtime tracking of expenses done by the user. To provide a visual representation of expense and notify user for un-tracked expenses with good customer support.</p>		
4. EMOTIONS: BEFORE / AFTER EM		8. CHANNELS of BEHAVIOUR CH		
<p><small>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.</small></p> <p>Stressed time in managing expenses. Easy and efficient method to tackle and manage important expenses with at most security</p>		<p><small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small></p> <ul style="list-style-type: none"> • Less security and customer support • Real-time notification for un-tracked expenses is not available <p><small>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <ul style="list-style-type: none"> • No real-time tracking of expenses • No graphical representation of expenses 		