**Project Title: Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMIDxxxxxx

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

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

- People have to manually note all the expenses in a note or record book and in some way the book might be misplaced and lost, this can be avoided in the app since all the data are stored in a database.

- People won't have a clear picture of their expenses in a record book but in applications many pictorial diagrams such as charts and graphs can help the customers better understand their expenses.

**AS**

**5. AVAILABLE SOLUTIONS**

- Budget

- Unawareness

- Network connection

- Hesitation due security issues

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

- Working men and women

- Young adults

- Entrepreneur

- Business people

- Pensioners

**Explore AS, differentiate**

**Define CS, fit into CC**

**BE**

**7. BEHAVIOUR**

-Doing more research and take correct decision.

-Taking to many people and getting aware of all the pros and

cons to concluded.

**RC**

**9. PROBLEM ROOT CAUSE**:

- Customers must do this due to changing trends and for more efficiency.

- Due to technological improvements people expect jobs to be done instantly, thus shifting all the records to online and getting the best app for maintaining our budget should be a priority.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

- to handle expenses

- to utilise money efficiently and analyse their expenses consistently

- to better manage their expenses by learning from previous expenses

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

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**Identify strong TR & EM**

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| **Identify strong TR & EM** | **3. TRIGGERS: TR**  - ads in social media sites  - friends and relatives installing the app  - you tube ads and youtuber's influence | **10. YOUR SOLUTION:**  -Customers expect their credentials and expenses details in save and trustworthy hands so that they can feel peace.  -Thus, the new business proposition should have all the necessary security required.  -And also, the analysis has to be represented pictorially so the customers can get clear inputs. **SL** | 1. **CHANNELS of BEHAVIOUR: CH**   Online  - Customers do lot of research through various websites, Facebook groups, webinars, workshops to gain the correct knowledge.  Offline  -Customers talk with many experts and people already who have some experience to gain inputs from them. |  |
| **4. EMOTIONS: BEFORE / AFTER:**  **EM**  -The customers usually feel insecure about sharing their credentials but after knowing in detail about the security they tend to feel okay.  -The user might feel some hesitation to give details about their expenses at first but after knowing the advantages of giving minute details and knowing that such details can give a correct analysis of their expenses and also they can learn and modify some changes they give the details. |