

Project Design Phase-I

Problem – Solution Fit Template

Date	21 October 2022
Team ID	PNT2022TMID23689
Project Name	Personal Expense Tracker Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

Template:

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p>1.Businessman/Business People 2.Families(Both men and women) 3.Getting salary people 4.College Students</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <p>1.Customer carelessness on paying bills. 2.Unnecessary expenses 3.Spending over money. 4.Poor money management.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p>1.Plan and do a monthly budget 2.Track every daily spendings. 3.Make reminders to save money. 4.Use good UI.</p> </div> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Explore AS, differentiate</div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>1.Spending more money 2.People missing their expense details 3.People enter through manually can make mistakes</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p>1.Most people dont have good knowledge on Finance. 2.they cant track the spending Expenditures.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>7. BEHAVIOUR BE</p> <p>1.Customer can have Finance Knowledge. 2.Customers can save their money through a good application. 3.Time can gets saved . 4.Customers can see graph of their expenses.</p> </div> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p>1.Many people facing problem while managing with their money. 2.By using this application they can reduce the purchasing and can have savings more. 3.Improving their business through the application.</p> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>1.People easily get angry when they dont have money at particular situations.. 2.Can use this application without doing in physically.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>10. YOUR SOLUTION SL</p> <p>1.Our application can give good use friendly experience. 2.Data can make secure and private. 3.Customers can have their report for checking on their daily expenditures. 4.Improve customers financial freedom.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE 1.By checking daily records ,can have saving habits. 2.It can increases users savings.</p> <p>8.2 OFFLINE 1.By saving money they can use that savings for necessary things.</p> </div> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div>