

Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID48497
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:

PERSONAL EXPENSE TRACKER APPLICATION		TEAM ID :: PNT2022TMID48497	
<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>To help the person who is busy and doesn't care about the expenses regularly and keep track of it and will notify them.</p> </div> </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;">Explore AS, differentiate</div> <div> <p>6. CUSTOMER CC</p> <ul style="list-style-type: none"> This application will be supported by most of the devices. This solution also provide insights on their expenses in a graphical way </div> </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 AS, differentiate</div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <ul style="list-style-type: none"> Customers have used notes or paper to keep track of their expenses. Personal expense tracker developed in this project is an alternative. </div> </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> <ul style="list-style-type: none"> User needs to add their monthly income and their monthly expenses. They need to set a limit for the amount to be used for that month. If the limit exceeds user will get notified with an email alert. In the month end user will get monthly expenditure graph. </div> </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>9. PROBLEM ROOT CAUSE RC</p> <ul style="list-style-type: none"> Due to lot of payment options, customer tends to forget where or when they have spend their money. By tracking their expense they can save money. They can save lot of time and money. </div> </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 BE, understand RC</div> <div> <p>7. BEHAVIOUR BE</p> <ul style="list-style-type: none"> User believes more in manual expenditure tracking rather than virtual application tracking. User will exhibit this behaviour until they trust this application. </div> </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>Users can know their money is being spent.</p> </div> </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>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> If the user spends large amount of money in a particular area continuously, we will notify them to reduce the spending in that particular area. To provide insights on their spending in a graphical way based on categories. </div> </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;">Extract online & offline CH of BE</div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <ul style="list-style-type: none"> User will take actions as track their expenses in offline. All the data are secured and being uploaded in the cloud storage. </div> </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>4. EMOTIONS: BEFORE / AFTER EM</p> <p>They will be able to track their income and expense made by them.</p> </div> </div>			