

## PROJECT DESIGN PHASE - I

### PROBLEM SOLUTION - FIT

|               |                                      |
|---------------|--------------------------------------|
| Date          | 02 October 2022                      |
| Team ID       | PNT2022TMID29248                     |
| Project Name  | Personal Expense Tracker Application |
| Maximum Marks | 4 Marks                              |

### PROBLEM-SOLUTION FIT

|                         |   |   |  |       |           |             |            |            |        |
|-------------------------|---|---|--|-------|-----------|-------------|------------|------------|--------|
| Define CS, fit into CC  | <b>1. CUSTOMER SEGMENT(S)</b> <ul style="list-style-type: none"> <li>• Working Individuals</li> <li>• Students</li> <li>• Budget conscious consumers</li> </ul>   | <b>6. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"> <li>• Internet Access</li> <li>• Device (Smartphone) to access the application</li> <li>• Data Privacy</li> <li>• Cost of existing applications</li> <li>• Trust</li> </ul>                       | <b>5. AVAILABLE SOLUTIONS</b> <ul style="list-style-type: none"> <li>• Expense Diary or Excel sheet</li> </ul> <p>PROS : Have to make a note daily which helps to be constantly aware</p> <p>CONS : Inconvenient, takes a lot of time</p>                            |       |           |             |            |            |        |
|                         | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <ul style="list-style-type: none"> <li>• To keep track of money lent or borrowed</li> <li>• To keep track of daily transactions</li> <li>• Alert when a threshold limit is reached</li> </ul>        | <b>9. PROBLEM ROOT CAUSE</b> <ul style="list-style-type: none"> <li>• Reckless spendings</li> <li>• Indecisive about the finances</li> <li>• Procrastination</li> <li>• Difficult to maintain a note of daily spendings (Traditional methods like diary)</li> </ul> | <b>7. BEHAVIOUR</b> <ul style="list-style-type: none"> <li>• Make a note of the expenses on a regular basis.</li> <li>• Completely reduce spendings or spend all of the savings</li> <li>• Make use of online tools to interpret monthly expense patterns</li> </ul> |       |           |             |            |            |        |
| Identify strong TR & EM | <b>3. TRIGGERS</b> <ul style="list-style-type: none"> <li>• Excessive spending</li> <li>• No money in case of emergency</li> </ul>  | <b>10. YOUR SOLUTION</b> <p>Creating an application to manage the expenses of an individual in an efficient and manageable manner, as compared to traditional methods</p>   | <b>8. CHANNELS OF BEHAVIOUR</b> <p>ONLINE</p> <p>Maintain excel sheets and use visualizing tools</p>   |       |           |             |            |            |        |
|                         | <b>4. EMOTIONS</b> <table border="0"> <tr> <td>BEFORE</td> <td>AFTER</td> </tr> <tr> <td>• Anxious</td> <td>• Confident</td> </tr> <tr> <td>• Confused</td> <td>• Composed</td> </tr> <tr> <td>• Fear</td> <td>• Calm</td> </tr> </table> |   | BEFORE   | AFTER | • Anxious | • Confident | • Confused | • Composed | • Fear |
| BEFORE                  | AFTER   |   |  |       |           |             |            |            |        |
| • Anxious               | • Confident   |   |  |       |           |             |            |            |        |
| • Confused              | • Composed  |   |  |       |           |             |            |            |        |
| • Fear                  | • Calm  |   |  |       |           |             |            |            |        |