Project Design Phase-I
Problem – Solution Fit Template

Date	22 October 2022
Team ID	PNT2022TMID06098
Project Name	Project - 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:

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Peoples who wish to track their expenses like,
- Workers
- Student

6. CUSTOMER CONSTRAINTS CC

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.

1. Tracking future expenditure ideas.
2. Data privacy and security.
3. Adding Bank details.

5. AVAILABLE SOLUTIONS AS

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

Customer have to uses notes or paper to keep track their expenses or uses his mind.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- ➢ People have to track their expenses regularly.
- ➢ They need to keep the receipts and bills to calculate the money spent.
- ➢ Also they need manual calculations

9. PROBLEM ROOT CAUSE RC

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.

1. Due to lot of payments options, customers tends to forget when and where they spent.
2. By tracking expenses they can save money and Time

7. BEHAVIOUR BE

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)

1.Customer tries to keep track of their expenses on memory or note it in some papers and uses manual calculations. It may consumes time.

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

Identify strong TR & EM

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.

1.When customer spend too much and exceeds the budget he cannot save for future.

4. EMOTIONS: BEFORE / AFTER EM

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.

BEFORE:	AFTER:
1. Insecure	1. Peace
2. Curious	2. Confident
3. Doubtful	3.Happy

10. YOUR SOLUTION SL

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

1.A Expenses Tracker App which keeps track of the expenses. This system attempts to free the user and avoids the manual calculations.
2. No one alerts if their spending exceeds the budget.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

1.Manual entry in Google sheets and keep tracks the history of the payments app.
2.Also collects all the bills and receipts.

Identify strong TR & EM