Problem-Solution fit

Define CS, fit into

1. CUSTOMER SEGMENT(S) `CS`

- ✓ Working Individuals
- ✓ Students
- ✓ Consumers who need to be mindful of their spending limits

6. CUSTOMER CONSTRAINTS `CC`

- ✓ Data privacy
- ✓ Maintenance
- ✓ Having low knowledge on calculating the expenses without human errors

5. AVAILABLE SOLUTIONS `AS`

- ✓ The traditional way of tracking expenses was done using pen and paper method.
- ✓ Sometimes that may lead to many errors.
- ✓ User will be unaware of what they spending and what was the limit.

Explore AS.

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS

- ✓ The users will keep track their expenses.
- ✓ Users can manually add or remove the desired categories.
- ✓ Spending limit need to be set and the expenses also need to be added manually.

9. PROBLEM ROOT CAUSE `RC`

- ✓ It was difficult to maintain and manage the expenses using traditional way of using pen and paper.
- ✓ There may be a chance of getting more errors in human calculations
- ✓ No alerts if the spending exceeds the limit
- ✓ To track the expenses more consistently

7. BEHAVIOUR `BE`

- ✓ Will try to make note of the expenses consistently
- ✓ Spends the time in where they exceeds the spending limit
- ✓ Will search for any solutions available online
- ✓ Make use of online tool to track the expenses

Focus on J&P, tap into BE,

Identify strong TR & EM

3. TRIGGERS `TR`

Realizing that excessive spending leading to lack of money in case of emergencies.

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE	AFTER
Extravagant	Being aware of what they are spending Convinient
Fear of spending	

10. YOUR SOLUTION `SL`

- ✓ To build a flask based web application that keeps tracking the user's expenses
- ✓ Making the web app more efficient by enabling the email based alerts using Sendgrid framework
- ✓ Providing the user the graphical representation of the expenses and making access to the IBM Cloud storage

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

The users will search for any online tool like websites to track their expenses

8.2 ONLINE

The users will maintain a dairy to make note of daily expenses and will try to calculate using the spreadsheets

Extract online & offline CH of BE