**Project Title: Personal Expense Tracker Project Design Phase-I** - **Solution Fit Template** **Team ID:** PNT2022TMID51917

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

highly scalable , easy user interface , provide optimal solution

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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.

Not showing the correct result, not providing the optimal solution, not providing the place where money is spend most, unwanted advertisements.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

our customer is any one who find it difficult to keep track of their money spend on which item or time.

**Explore AS, differentiate**

**Define CS, fit into CC**

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)

taking other peoples help,

other online platform etc..

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

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.

High product cost, unorganized spending of money, lack of money management methods.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

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

easy user account creation, easy UI design , provide expert opinions.

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

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



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| --- | --- | --- | --- | --- |
| **Idenjtify strong TR & EM** | **3. TRIGGERS TR**  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news.  not having any idea on what happen with all their money | **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 in the canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behaviour.  I will create a personal expense tracker, add all the ways in which my money is spend , provide an optimal solution on where the money is spend on a higher rate , with better UI which is easy to understand. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  Online:  Google,quora etc…  Offline:  Friends, bankers etc…. |  |
| **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.    Frustrated, disappointed , feel stupid etc…… |