V.S.B.ENGINEERING COLLEGE, KARUR

Department of Computer Science and Engineering

IBM NALAIYA THIRAN

TITLE :Personal Expense Tracker Application

DOMAIN NAME : Cloud Application Development

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SOLUTION FIT:

Problem-Solution fit canvas 2.0 | Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS
Define CS, fit into CC
Who is your customer?
The one who spends more money without any limitations.

6. CUSTOMER CONSTRAINTS — CC
What constraints prevent your customers from taking action or limit their choices of solutions?
Budget friendly, Saves amount, available saving options.

5. AVAILABLE SOLUTIONS — AS
Explore AS, differentiate
Which solutions are available to the customers when they face the problem or need to get the job done?
Pen and paper is an alternative to digital expense tracker.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Focus on J&P, tap into BE, understand RC
Which jobs-to-be-done (or problems) do you address for your customers?
To keep their transaction slip for record.

9. PROBLEM ROOT CAUSE — RC
What is the real reason that this problem exists?
Customers have to do it because they are spending more money without any limitations.

7. BEHAVIOUR — BE
Focus on J&P, tap into BE, understand RC
What does your customer do to address the problem and get the job done?
Keeping a daily record of their expenses by tracking receipts.

3. TRIGGERS — TR
Identify strong TR & EM
What triggers customers to act?
Their expense is too high.

4. EMOTIONS — EM
BEFORE-> Feels guilty and Worried
AFTER-> Satisfied and Excited

10. YOUR SOLUTION — SL
Expense tracker solutions will automate the entire traditional expense workflow and integrate with multiple digital solutions to improvise the budget planning.

8.CHANNELS OF BEHAVIOUR — CH
Extract online & offline CH of BE
8.1 ONLINE
What kind of actions do customers take online? Extract online receipts
8.2 OFFLINE
What kind of actions do customers take offline? Extract offline receipts from #7 and use it for making budget.