Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Customers use different methods to track their income and expense by using paper and pen, spreadsheets and budgeting apps

6. CUSTOMER CONSTRAINTS — CC

The constraints that the customer face while using this application is used in a low cost and easy way.

5. AVAILABLE SOLUTIONS — AS

The solution which we have proposed are if the expense exceeded than specified limit, the application will show you an alert message in form of a pie chart.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Customers can able to track their income and expenses easily

9. PROBLEM ROOT CAUSE — RC

Due to unawareness and also there is no right. software so that the customer finds hard to track their expense.

7. BEHAVIOUR — BE

They can able to make decision whether they can avoid some unwanted expenses.

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

Identify strong TR & EM

3. TRIGGERS — TR

Some of the triggers are advertisements in the television and information from the experts.

4. EMOTIONS: BEFORE / AFTER — EM

With traditional tracker system customers find difficult to track their expenses but after using personal expense they track their expense easily

10. YOUR SOLUTION — SL

This application tracks your every expenses anywhere and anytime without using the paper work. Just click and enter your expenditure.to avoid data loss, quick settlements and reduce human error. To provide the pie chart or graph lines in this application.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

with the help of various online channel customers track their expenses regularly.

8.2 OFFLINE

Personal Expense Tracker Application enables customers to reduce spending their expenses for unwanted things.

Extract online & offline CH of BE

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