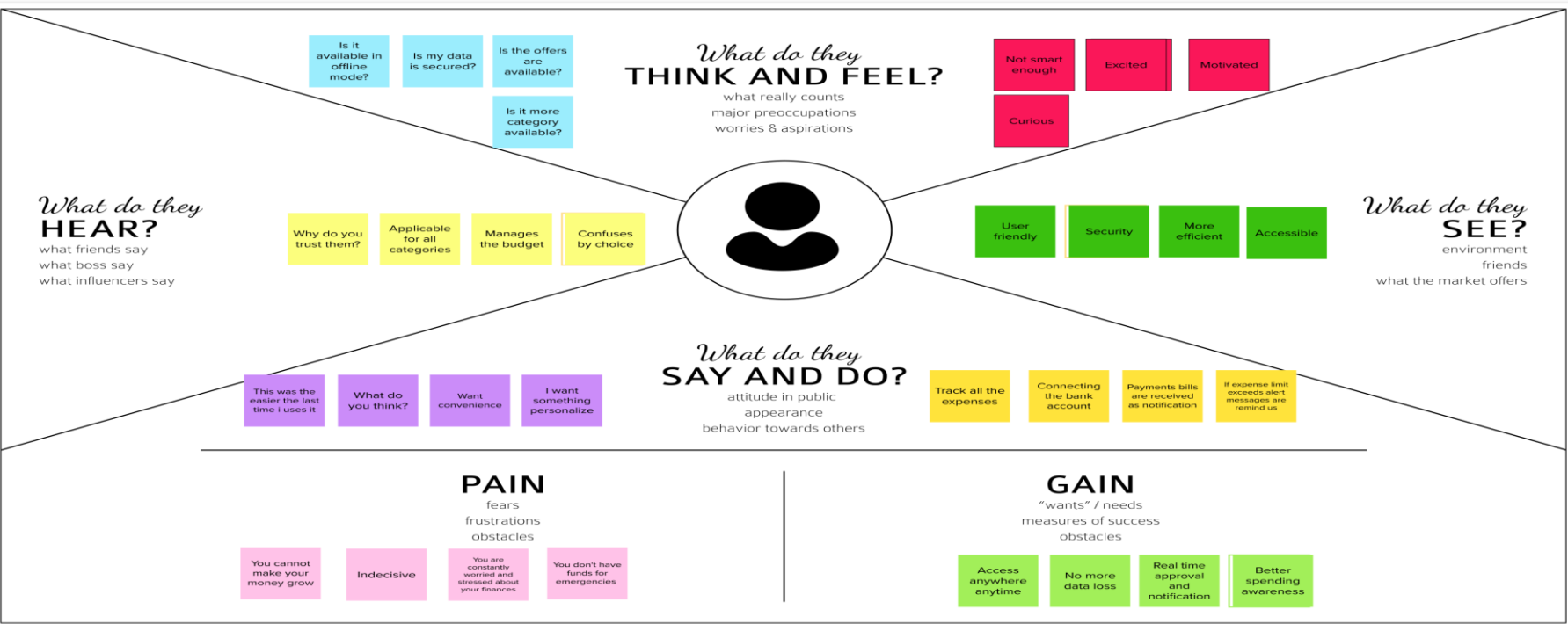# personal expense tracker application

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.

THINK AND FEEL?
What do they
what really counts
major preoccupations
worries & aspirations

- Is it available in offline mode?
- Is my data is secured?
- Is the offers are available?
- Is it more category available?

- Not smart enough
- Excited
- Motivated
- Curious

HEAR?
What do they
what friends say
what boss say
what influencers say

- Why do you trust them?
- Applicable for all categories
- Manages the budget
- Confuses by choice

SEE?
What do they
environment
friends
what the market offers

- User friendly
- Security
- More efficient
- Accessible

SAY AND DO?
What do they
attitude in public
appearance
behavior towards others

- This was the easier the last time i uses it
- What do you think?
- Want convenience
- I want something personalize

- Track all the expenses
- Connecting the bank account
- Payments bills are received as notification
- If expense limit exceeds alert messages are remind us

PAIN
fears
frustrations
obstacles

- You cannot make your money grow
- Indecisive
- You are constantly worried and stressed about your finances
- You don't have funds for emergencies

GAIN
"wants" / needs
measures of success
obstacles

- Access anywhere anytime
- No more data loss
- Real time approval and notification
- Better spending awareness

Share your feedback

PROBLEM STATEMENT

Dharshini is a/an Home maker
_____ _____
user name user characteristics

who needs To set an alert and notification messages while exceeds her salary limit
_____
user need

because Then only she will not spend more money
_____.
insight

PROBLEM STATEMENT

Swetha   is a/an   App developer
_____   _____
        user name   user characteristics

who needs   To maintain a privacy in her account
            _____
                                    user need

because   The account login details should not be hacked
        _____.
                                    insight

PROBLEM STATEMENT

● Siva   is a/an   ● Business Man

user name   user characteristics

who needs   The best investment Plans

user need

because   He need high returns from the investment .

insight

PROBLEM STATEMENT

● Madhu   is a/an   Tester
_____   _____
user name   user characteristics

who needs   ● An bug free app for easy access
              _____
                                    user need

because   ● She complete the transaction in faster way
          _____.
                                    insight

PROBLEM STATEMENT

● Kavi _____ is a/an ● Manager _____

user name   user characteristics

who needs   ● To know the premium schedule _____

user need

because   ● To reduce the premium monthly expenses for paying premium _____.

insight