

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID01338
Project Name	Project - Personal Expense Tracker Application
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

#### Example:



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	An employee	Make a monthly budget	There are no facilities to set a budget	I need to save money for my future plans	Frustrated
PS-2	Client- Geetha	The best investment Plans	Who needs high returns from investment plan	I need high returns from the investment	More efficient
PS-3	A Manager	To know the premium schedule.	Alert for premium schedule	To reduce the premium monthly expenses for paying premium	Not smart enough
PS-4	Client - Loki	To record the expenses and income of individual	Can't able to access	Lack of internet connection	Disappointed
PS-5	Client- Maha	To record the expenses and income of individual	Request denied	Limited accessibility in tracking	Frustrated
PS-6	Client- Nirm	Keep track of my expenses	Can't categorize the various types of expenses	There is no option to organize the various expenses	Uncomfortable