**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **Iam (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| 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 | Frustated |
| 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 |