

Project Design Phase-I - Solution Fit Template

Project Title: PERSONAL EXPENSE TRACKER APPLICATION

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids



- Mostly youngster and olden peoples are our customer because now a days the youngster are started investing in the online trading like stock marketing,online marketing,cryptocurrency for that we are introducing this app to track their expense to avoid the unwanted loses in their money

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- The customer can able to reduce their unwanted things in their day-to-day life
- This app helps to increase their income by Avoiding the unwanted wastes

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetak

1. Pens and paper can be avoided
2. PROS:
 - Improved in security
 - Increase their income
 - <https://www.spendee.com/>
 - The above mentioned app UI is not attractive and features

Explore AS, differentia

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- The people can track their daily expense in their smartphone
- We can able to predict and save our money by avoiding the unwanted wastes

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?

i.e.directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- This app is ecofriendly
- We suggest more features about our daily expenses
- We send the alert notification when the expenses is over exceeding
- We can notify the best offers in day-to-day updates
- Our main aim is fully digitalised

RC

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- The story behind that the people in olden periods used their hand for their calculation and maintain their accounts in handwritten
- Now a days the world is full digitalised
- Expense is one of the part in our life it cannot be avoided
- The main problem is 80% of the youngsters doesnot maintain their daily expenses

BE

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

3. TRIGGERS

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What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The easiest and smartest way of predicting at early stage will trigger them to use our app

They can maintain their daily expense using this app in their smartphone

4. EMOTIONS: BEFORE / AFTER

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How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

BEFORE :

- *The people want to maintain their daily expense in the notebook*
- *Want to maintain the notebook in secure place*
- *Want to remember where the notebook is kept*

AFTER :

- *The people become smart using this app*
- *Because the expenses are maintained fully in digitalsed*

10. YOUR SOLUTION

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If you are working on an existing business, write down your current solution

first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations,

solves a problem and matches customer behaviour.

- *We can maintain the data in secure manner*
- *Because the data are maintained in the cloud*
- *It will help the people to track their expenses and alert when exceed the limit of your budget*
- *Our goal is that people want to save their money*

8. CHANNELS of BEHAVIOUR

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8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

- *The customer can maintain their expenses in full digitalised*

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- *The customer want to maintain their expense in handwritten manner*
- *Want to remember the expense spendend in the past*