

## PROJECT DESIGN PHASE – I

### PROBLEM SOLUTION

Date	07-OCT-2022
Team ID	PNT2022TMID43800
Project Name	Personal Expense Tracker Application

# Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

## 1. CUSTOMER SEGMENT(S)

CS

- College students who live alone
- Working professionals
- Old aged people

## 6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES

CL

- User's budget won't be stable all the time
- Network connection might not be available all the time for the user

## 5. AVAILABLE SOLUTIONS PROS & CONS

AS

- Shows many options for someone who does not understand investment ideas.

Focus on PR, tap into BE, understand RC

## 2. PROBLEMS / PAINS + ITS FREQUENCY

PR

- Show historical stats
- System does not provide alternative for investing their saved money.
- Each month when money is saved

## 9. PROBLEM ROOT / CAUSE

RC

- Carefree money managing attitude of the people.
- Illiteracy is the root cause for all the problems.

## 7. BEHAVIOR + ITS INTENSITY

BE

- Direct:  
Lack of an app results in traditional bookkeeping methods
- Indirect:  
People can create awareness about this app's benefits even if they don't use it
- During public gathering events
- Server out of service

Identify strong TR & EM

## 3. TRIGGERS TO ACT

TR

- Frequent sales in e-commerce Platforms and seamless shopping experience online

## 4. EMOTIONS BEFORE / AFTER

EM

- Before:  
Fear, feelings, struggling, hopeless
- After: Relief, Tranquil

## 10. YOUR SOLUTION

SL

- Graphical Application with simple UI and to the point clutter free objective.
- Avoids provision to pay through the app, to minimize the spending and ensure that only necessary spendings are made.
- The aim is to make the spending process harder throughout the application and keep it clean.

## 8. CHANNELS of BEHAVIOR

CH

ONLINE

- Shop from e-commerce
- Order food frequently

OFFLINE

- Shop in mall during sales
- Lose of money by means of theft



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