

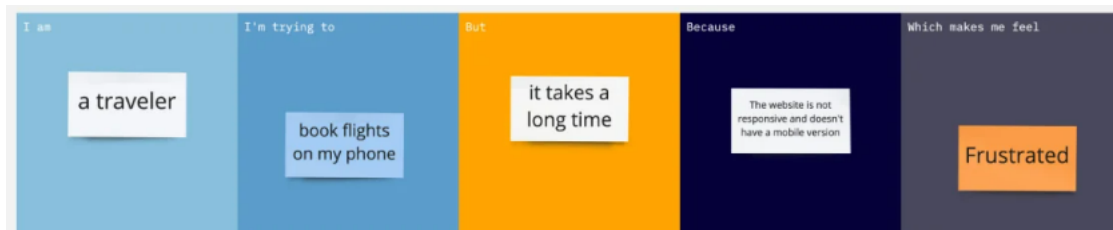
Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID352228
Project Name	Project - Personal Expense Managers
Maximum Marks	2 Marks

Examples:

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



Our Problem Statement:

PS	I am (Customer)	I'm trying to	But	Because	Which makes me feel
1	College student	keep account of my expenses	it's hard to organize	there is no proper way to take note	guilty and confused.
2	Influencer	reduce how much I spend in cosmetics	there is no way to find out how much I spend on it	hard to filter from my purchases	annoyed and impatient
3	Software engineer	save	it's hard to pinpoint unwanted expenses	I forget where and when I spend stuff	bad and unaware

4	Middle income wife	spend judiciously	I have no easy way of knowing bank balance	the security is intense and not accessible easily	scared afraid
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