

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID22147
Project Name	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.

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

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

I am a traveler	I'm trying to book flights on my phone	but it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am an Employee	I'm trying to Track my monthly expenses	I am unable to follow	Because I'm using multiple payment apps	I may not able to regulate my expenses
PS-2	I am a student staying in room	I'm trying to track my day to day or weekly expenses	I'm confused about my expenses	Because of my daily needs	Like I am overspending my pocketmoney
PS-3	I'm a family person	Keep an eye on my expenses	It is very hard for me	of various requirements in house	Like I'm not controlling my inflation