Project Title: Personal Expense Tracker

Project Design Phase-I - Solution Fit Template

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1. CUSTOMER SEGMENT(S) — CS

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

- Customers are those who spend money without keeping track of it or struggling to keep track of it
- Provides a whole lot of different categories of expenditure types to avoid mismatch of expenditure

6. CUSTOMER CONSTRAINTS — CC

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.

- Most of the solution available in the internet hosts a lot of adds limiting its usability
- The solution proposed here has a feature to view the expense graphically

5. AVAILABLE SOLUTIONS — AS

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 notetaking

- Expense tracker applications which are available in both android and ios.
- Personal Expense tracker developed in this project

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2. JOBS-TO-BE-DONE / PROBLEMS — J&P

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

- The objective of this application is to enable customers to keep track of their expenses.
- The customers are provided with categories for the expenses.

9. PROBLEM ROOT CAUSE — RC

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

- Improper expenses lead to heavy tax.
- Makes business forecasting easier
- Saves a lot of money

7. BEHAVIOUR — BE

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)

- Start using the expense tracker app
- Makes sure he categorize the expense done in order to save money

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3. TRIGGERS — TR

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

- Understanding the fact the customers can save a lot of money by these expense apps

4. EMOTIONS: BEFORE / AFTER — EM

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.

- They feel a lot clear about the income and expenses made

10. YOUR SOLUTION — SL

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 behavior

- Design a flask based personal expense tracker application
- Enable email based expense alerts using sendgrid framework.

8. CHANNELS of BEHAVIOR — CH

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

- Expense trackers online come with a lot of ads which on clicking steals data like account number if provided

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

- Make sure they are aware of the tax rules by reading the available books to make them tax read

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