Project Title: Personal Expense Tracker Application

Project Design Phase-I - **Solution Fit Template**

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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

CS

1) Small scale companies to make the process of budget in an easier way.
2) Used by lenders to keep their account in precised manner
3) Aged between 20-65 are the most common age group of customers for this application.

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.

CC

1) There are chances of discrepancy between the actual budget and the practical budget.
2) Due to many scam websites among the network customer may have the question on the reliability.

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

AS

1) Evaluation of the budget
2) Faster calculation of budget to the customers.
3) Email is alert is sent to the necessary times.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for

1) Data collection
2) Sending the email at right time
3) Sufficient documentation
4) Lack of awareness among consumers

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists? What is the back

1) The root cause for this problem is the delay in the budget.
2) Another cause is the lack of proper input.
3) Improper input leads to lack of trust among consumer

7. BEHAVIOUR `BE`

What does your customer do to address the problem and

i.e. directly related: find the right solar panel installer, calculate

1) The consumer should capture the correct budget.
2) Upload correct inputs in the application

3. TRIGGERS   TR

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

1) Lack of budgeting knowledge.
2) Inadequate input.

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.

1) The user will have more trust because we provide good user friendly environment
2) There will not be any frustration any more since the process is quick and flexible.
3) As time is very much saved, people will find this application as boon for budgeting.

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 behaviour.

Personal Expense Tracker Application falls in the Finance Category and serves the important purpose of managing finances which is a very important part of one's life. The main purpose of this application is
- ❖ Maintain computerized diary
- ❖ Track of expenses of a user on a day-to-day basis.
- ❖ Categorize distribution of the expenses

8. CHANNELS of BEHAVIOUR   CH

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

- ❖ Provide the details of day-to-day expenses
- ❖ Select the area where consumer use
- ❖ Upload the expenses for budgeting

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

- ❖ Expense form has to be filled
- ❖ Required documents have to be submitted
- ❖ Inspect the expenses for budgeting.