

# Project Design Phase 1

## Problem Solution

<b>TEAM ID</b>	PNT2022TMID05040
<b>Project Name</b>	Personal Expense Tracker Application

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Common people earning and managing their life financially. People owing or running a business.	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span>CL</span> High security to credentials not available. No good customer support and real-time tracking of un-tracked expenses. No graphical representation of expenses.	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSSES &amp; MINUSES</small> <span>AS</span> Best tracking of expenses but manual entry for the expenses is needed. Less security to entered credentials and low-performance. No good customer support and user-interface	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>+ ITS FREQUENCY</small> <span>PR</span> <ul style="list-style-type: none"> <li>No real-time tracking of expenses</li> <li>Less security and customer support</li> <li>No graphical representation of expenses</li> <li>Real-time notification for un-tracked expenses is not available</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Not linking financial accounts to the application due to security reasons</li> <li>Less focus on user-interface and customer support team</li> <li>Real-time tracking is difficult for physical mode of payment</li> </ul>	<b>7. BEHAVIOR</b> <small>+ ITS INTENSITY</small> <span>BE</span> <ul style="list-style-type: none"> <li>Most often these issues occur</li> <li>Mediately occurring issue</li> <li>Issue is not a game-changer</li> <li>Highly occurring issue for all customers</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> Want a healthier and a stable financial life? Then why not to use a Personal Expense Tracker!	<b>10. YOUR SOLUTION</b> <span>SL</span> A complete application that uses major details of the user that is related to the financial life with high security and real-time tracking of expenses done by the user. To provide a visual representation of expense and notify user for un-tracked expenses with good customer support.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> ONLINE <ul style="list-style-type: none"> <li>Less security and customer support</li> <li>Real-time notification for un-tracked expenses is not available</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> Stressed time in managing expenses. Easy and efficient method to tackle and manage important expenses with at most security		OFFLINE <ul style="list-style-type: none"> <li>No real-time tracking of expenses</li> <li>No graphical representation of expenses</li> </ul>	