

Ideation Phase

Define the Problem Statements

Date	2 April 2025
Team ID	SWTID1742834197
Project Name	Personal Expense Tracker App
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 your customers' challenges. 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	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

Link to Template with problem statement:

 [Customer Problem Statement](#)

Solution:

Customer Problem Statement Template

I am

I am Customer

I am a college student.

I'm trying to

I'm trying to goal and task

I'm trying to track my daily income and expenses to better manage my limited budget.

But

But Obstacle/Challenge

But I often forget to note down my transactions or lose track of spending

Because

Because Reason for the Obstacle

Because there is no easy, centralized, and user-friendly system that reminds me and shows my spending clearly.

Which makes me feel

Which makes me feel

Which makes me feel stressed, disorganized, and unaware of my financial habits.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a college student.	I'm trying to track my daily income and expenses to better manage my limited budget.	But I often forget to note down my transactions or lose track of spending.	Because no easy, centralized, and user-friendly system to remind me and show my spending clearly.	Which makes me feel stressed, disorganized, and unaware of my financial habits.
PS-2	I am a working professional living away from home.	I'm trying to save money and analyze where most of my salary is going	But it's difficult to categorize expenses or compare income vs. spending trends over time.	Because I don't have an intuitive dashboard or automated tracking tool.	Which makes me feel worried and unsure about my financial planning and savings goals.