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.

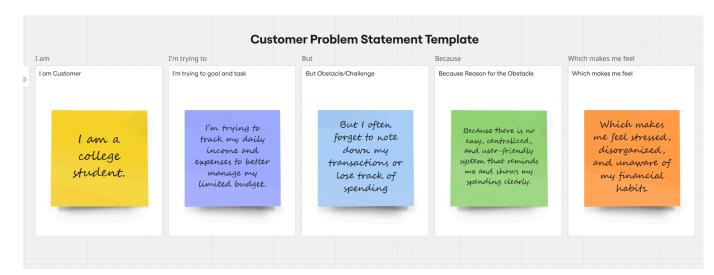
A well-articulated customer problem statement allows you and your team to find the ideal solution for your customers' challenges. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

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

Link to Template with problem statement:

∃ Customer Problem Statement

Solution:



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