

Project Design Phase
Problem – Solution Fit Template

Date	15 April 2025
Team ID	SWTID1743344524
Project Name	Personal Expense Tracker App
Maximum Marks	2 Marks

1. Problem

User Segment:

Working professionals, students, and household managers who need to track and manage their finances effectively.

Core Problem(s):

Difficulty tracking income and expenses manually.

No real-time overview of financial health.

Lack of categorized and organized transaction insights.

Tedious to maintain financial records using spreadsheets or paper.

Insecure or uncentralized solutions currently in use.

Frequency:

Daily – users spend and earn money regularly, requiring constant tracking.

Pain Level:

High – financial stress, missed savings opportunities, and overspending risks impact users' peace of mind.

2. Existing Behavior

Manual expense logging using spreadsheets, notebooks, or budget apps with limited features.

Fragmented tools (bank apps, calculators, physical receipts) that don't provide a unified overview.

Users often forget to log expenses or lose track of their spending behavior over time.

3. Solution

Smart Spend (Expense Tracker)

A responsive, full-stack web application that allows users to:

Track income and expenses with date, description, amount, and category.

View a real-time financial summary (balance, income, and expenses).

Get quick insights through charts and visual analytics.

Securely log in and manage personal data.

Export records in PDF/CSV formats.

4. Fit

Component	Validation
Solves a frequent problem	✓ Users track expenses daily or weekly
Solves an urgent problem	✓ Prevents financial disorganization & overspending
Fits user behavior	✓ Integrates with digital/mobile-first habits
Is significantly better than current solutions	✓ Offers real-time analytics, security, categorization, and export options

5. Emotional Drivers

Trust: Security in managing personal financial data.

Relief: Freedom from manual record-keeping and uncertainty.

Clarity: Visual summaries bring peace of mind.

Empowerment: Users feel in control of their financial life.

6. Channels & Adoption

Channels:

Social media marketing, app stores (for future PWA), finance blogs, student/working professional communities, productivity tools.

Adoption Triggers:

First-time budget planning.

Financial goal-setting (e.g., savings, monthly budgeting).

Awareness of overspending.