

Ideation Phase

Define the Problem Statements

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

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

Problem Statement (PS-1)

- **I am:** a busy professional who has limited time to manage finances.
- **I'm trying to:** efficiently track and monitor my daily expenses and income.
- **But:** I currently rely on manual methods like spreadsheets, which are time-consuming and prone to errors.
- **Because:** these outdated methods do not provide real-time updates or insightful analytics.
- **Which makes me feel:** stressed and uncertain about my financial decisions.

Problem Statement (PS-2)

- **I am: a detail-oriented budget planner who values financial clarity.**
- **I'm trying to: gain comprehensive insights into my spending habits and quickly identify areas to cut costs.**
- **But: I struggle with organizing and analyzing scattered transaction data from various sources.**
- **Because: traditional tools do not offer a centralized, automated platform for expense tracking and categorization.**
- **Which makes me feel: frustrated and overwhelmed by the complexity of managing my finances manually.**