

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID54326
Project Name	Project – Personal Expense Tracker Application
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 the challenges your customers face. 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 - 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

Personal Expense Tracker Application:

I am normal person	I'm trying to keep track of my expenses	But It takes long time and don't know how much money I have spent	Because It strucks at calculation and don't have any alert feature	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A traveller	Track my expenses during every tip.	Unable to sort out my expenses	There is no root for me to do so.	Worried

			with my records.		
PS-2	A manager	Keep track of my expenses.	Can't categorize the various the various expenses.	There is no option to organize the various expenses.	Uncomfortable
PS-3	Housewife	Make a budget plan according to their expenses	It shows the total expenses.	I want to create a budget according to my list of expenses.	Disappointed
PS-4	Businessman	Keep track of my expenses in automated manner.	It is not possible.	There is not any feature to record all expenses automatically.	Irritated