

Project Design Phase

Problem – Solution Fit Template

Date	10 February 2026
Team ID	LTVIP2026TMIDS56419
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that we have found a problem with your customer and that the solution we have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, JT, into	1. CUSTOMER SEGMENTS) CS	6. CUSTOMER CC	5. AVAILABLE SOLUTIONS AS	Explore AS
	<p>Family Heads: Oversee household budget and family finances</p> <p>Individual Family Members: Log personal expenses and responsibilities</p> <p>Expense Managers: Track and analyze total family expenses for planning, transparency</p> <p>Budget Planners: Responsible for optimizing budgets and ensuring accuracy while driving up and competitive positioning</p>	<p>Real Estate Analysts: Oversee household budgets and provide scattered records</p> <p>Individual Family Members: Log personal expenses and share responsibility in tracking finances</p> <p>Expense Managers: Track and analyze total expenses for planning and transparency</p> <p>Budget Planners: Responsible for optimizing budgets and ensuring accuracy while driving up and competitive positioning</p>	<ul style="list-style-type: none"> Manual methods like paper notes spreadsheets Budgeting apps for isolated personal tracking Standalone expense-tracking mobile apps Combination separate tools require with manual data based on the aggregated <p>IF/ : WERE TRIED? :</p> <ul style="list-style-type: none"> Fragmented methods; with data inaccuracies User errors lack for manual aggregation Limited real-time financial financial transgression 	
JT, JT, Repetitive	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on Div into BE, and
	<p>Consolidated Expense Tracking Automatically aggregate and calculate total family expenses</p> <p>Financial Transparency Maintain accurate and real-time budgets</p> <p>Improved Budgeting Provide insights to improve spending habits and resolve financial conflicts</p>	<ul style="list-style-type: none"> Fragmented Expense Records Manual Entry Errors Confusion in Identifying Who Spent What No Consolidated Real-Time Overview 	<p>Manually inputted expenses into scattered notes and apps and online forms</p> <ul style="list-style-type: none"> Fragmented records makes verification difficult and error-prone Disagreements over who spent how much affects family communication 	
Headline Solution	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Capture Behaviour
	<ul style="list-style-type: none"> Household meeting discussions about overspending Discrepancies and arguments about expense-sharing Difficulty keeping accurate and organized financial records 	<p>Strengths:</p> <ul style="list-style-type: none"> A centralized expense management tool Enable automatic family-level expenses aggregation Order dashboards for real-time financial tracking away-data Enable transparent persistent; Customizable family financial reports. 	<ul style="list-style-type: none"> Research expense sharing methods Learn financial organization, and tracking advice Discuss money saving organization 	
Combine Elements	5. SUCCESS: BEFORE / AFTER EM	11. SUCCESS CRITERIA		
	<p>BEFORE: Overwhelmed, Frustrated, Uncertain</p> <p>AFTER: Relieved, In Control of Finances</p> <p>INCREASE: Financial harmony, Advanced decisions</p>	<ul style="list-style-type: none"> Stress reduction minimizing issues disputes Improved budgeting accuracy with family expenses Reduced overspending and expense top Increased financial harmony with all-informed decisions 		

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