**Project Design Phase**

**Problem – Solution Fit**

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| Date | 15 April 2025 |
| Team ID | SWTID1743870576 |
| Project Name | SpendSmart: Your Personal Finance Companion |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit:**

The Problem-Solution Fit for SpendSmart demonstrates that we have identified a real challenge faced by individuals in managing their personal finances, and that our solution—a user-friendly, web-based expense tracker—directly addresses this need. This process helps us understand user behaviors, pain points, and what features are most effective in encouraging better financial habits.

**Purpose:**

* Provide a simple, intuitive platform for individuals to track income and expenses digitally, replacing error-prone manual methods.
* Enable users to gain actionable insights into their spending through categorized transactions and visual analytics.
* Increase adoption by offering a clean, responsive interface accessible across devices, and by leveraging familiar web technologies.
* Build trust by ensuring data security and privacy through robust authentication and secure storage.
* Continuously improve the user experience by understanding and addressing the evolving needs of our target audience.

**Template:**

Calendar

Description automatically generated

| **Section** | **Details (Based on HOUSE HUNT project)** |
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| **1. Customer Segment(s) (CS)** | - Individuals seeking to manage personal finances  - College students and young professionals  - People wanting to track income and expenses  - Users frustrated with manual or complex finance tools |
| **2. Jobs-To-Be-Done / Problems (J&P)** | - Difficulty tracking daily expenses and income  - Lack of insight into spending habits  - Manual methods are time-consuming and error-prone  - Existing apps are too complex or not user-friendly |
| **3. Triggers (TR)** | - Desire to save more or control spending  - Starting a new job or college  - Financial planning for specific goals  - Realization after overspending or missed savings |
| **4. Emotions: Before / After (EM)** | - **Before:** Overwhelmed, confused, anxious about finances, frustrated by lack of clarity - **After:** Confident, organized, in control, motivated to save and budget |
| **5. Available Solutions (AS)** | - Spreadsheets, notebooks, or manual logs  - Complex finance apps  - Bank statements  Pros: Customizable, some automation  Cons: Tedious, not real-time, lack of insights, privacy concerns |
| **6. Customer Constraints (CC)** | - Limited time or motivation to track expenses  - Low technical skills for some users  - Need for privacy and data security  - Desire for mobile and desktop access |
| **7. Behaviour (BE)** | - Tracking expenses sporadically or not at all  - Forgetting to log transactions  - Reviewing finances only at month-end  - Searching for simple tools online |
| **8. Channels of Behaviour (CH)** | **8.1 Online** - Searching for apps on Google Play/App Store  - Reading finance blogs or YouTube tutorials  - Social media finance groups **8.2 Offline** - Asking friends/family for advice  - Using paper diaries or receipts |
| **9. Problem Root Cause (RC)** | - Lack of simple, user-friendly digital tools  - Manual methods are error-prone and lack insights  - Existing apps are overwhelming or not tailored to individual needs  - Concerns about data privacy and security |
| **10. Your Solution (SL)** | SpendSmart: A MERN stack web app for secure, easy, and insightful expense tracking. Features include user authentication, categorized transactions, real-time analytics, visual dashboards, and a responsive design for all devices. |

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>