“EMPATHY MAP ”

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| A convenient platform for users to manage their revenues and expenses.  Users need to produce and run reports of profit and loss, revenues, expenditure, and balance sheets.  A platform which enables forecast of their ending balances at some point in time (cash flow).  **PERSONAL EXPENSE TRACKER**  **Thinks** | Users looking for evaluating revenues and studying the expenses.  Users wish to automatically categorize their transactions, especially taxable items.  The best platform to easily download all transactions.    **Says** |
| **Feels**  A trusted website for ready-made and tailored reports which have understandable visuals and graphs and provide valuable insights on expenses.  Users can feel comfortable tracking their revenue,expenses,payments and taxes. | **Does**  Track income and expenses.  Capture and organise receipts.  Accept payments and manage invoice.  Automate workflows.  Track inventory.  Organise tax deductions. |