

EMPATHY MAP CANVAS FOR
PERSONAL EXPENSE TRACKER APPLICATION

Want to
manage
expenses but
problems to do
it.

Need a
solution to
save
money.

Expenses
are
going high.

Salary is
settle down
without
savings.

Wow it's my
dream car.

Tips and tricks
from financial
advisor through
media.

Excited!!
When seeing
a EMI plan for
iphone.

How can you
able to
manage your
expenses?

You need to
buy a car.

You need to
build a
house.

Hear about others
financial
mismanagement

Sets budget
for
everything

Likes to make
lifestyle
based on
convenience

Calculate
average income,
plan expenses
based on income

