Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID08792
Project Name	Personal Expense Tracker Application
Maximum Marks	4 Marks

EMPATHY MAP FOR PERSONAL EXPENSE TRACKER APPLICATION

Develop Expense
tracker app
Add expenses
regularly in app
Continuous
monitoring

I want to manage
expenses easily
I want to track
my expenses in
one app
I need a financial
management assist

Say and do

Think and feel

Hear

See

using expense
tracker is an
effective way
It reduces
time and effort
Easy to track
expenses

Gather data and
provide data list
Provide analysis
report and graph
Compare with
previous   month

PAIN

$ Forget to add expenses in
app

$ fail to monitor continuously

GAIN

$ Monitoring can be done easily

$ Guide to maintain expenses

$ Comparative study on
expenses can be done