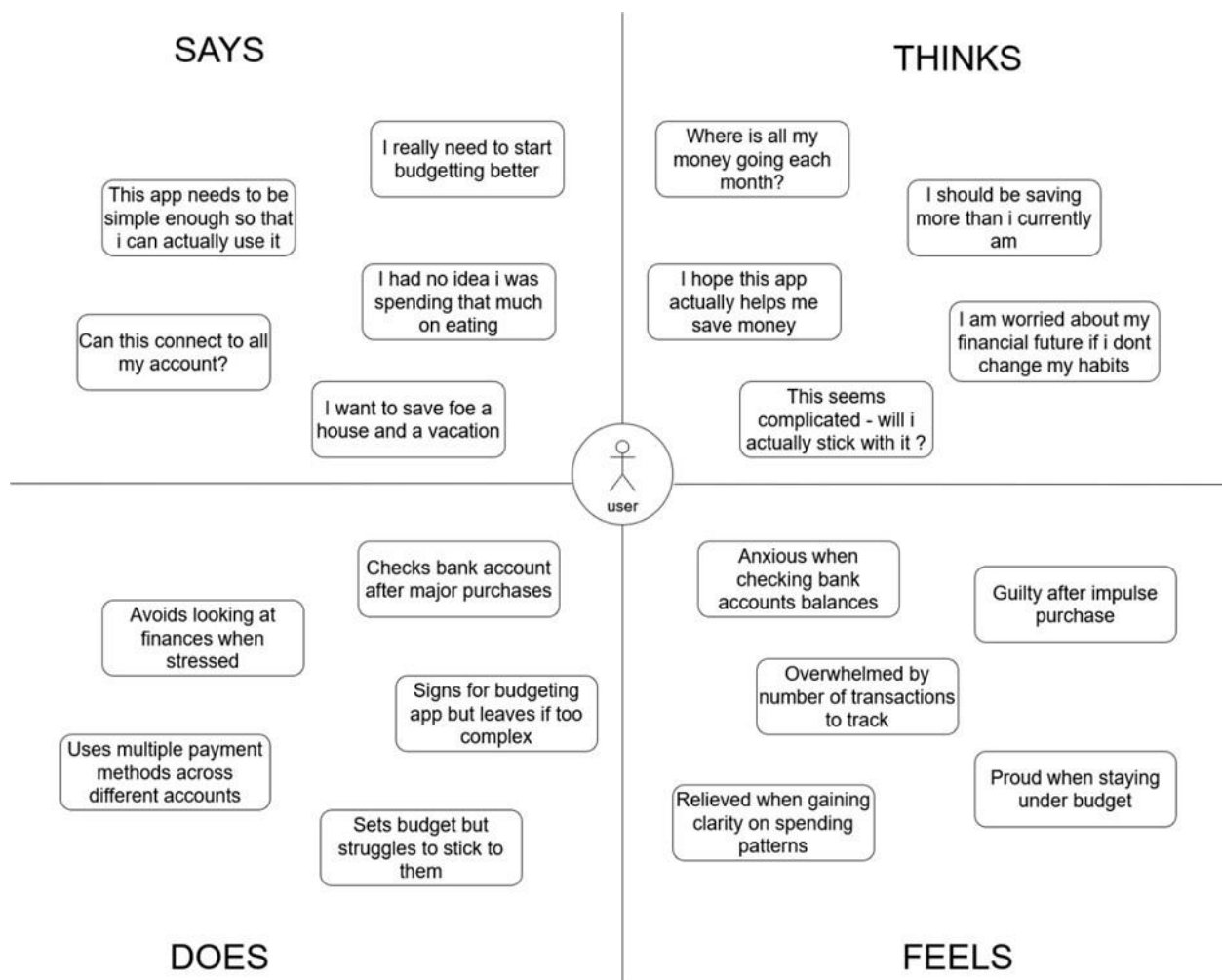


## Ideation Phase

### Empathize & Discover

Date	15 April 2025
Team ID	SWTID1743870329
Project Name	Personal Expense Tracker
Maximum Marks	2 Marks

#### Empathy Map :



An Empathy Map for a personal expense tracker app provides a structured way to capture and visualize user perspectives and needs. It organizes user attitudes and behaviors into four key quadrants: "Thinks," capturing internal thoughts and questions about financial management; "Feels," exploring emotional responses to money tracking and spending habits; "Says," documenting verbal expressions about financial goals and app requirements; and "Does," detailing actual behaviors related to financial management. This visualization tool helps development teams build understanding of user pain points and motivations, allowing them to design features that address true user needs rather than assumptions. By capturing these four dimensions, the empathy map ensures the expense tracker app connects with users' actual financial challenges and aspirations, resulting in a more relevant and engaging user experience.