

IDEATION PHASE

Empathy map

TEAM ID PNT2022TMID27692

PROJECT NAME Personal Expense Tracker Application

Think & Feel ?

confused

Manage
finance
efficiently

Why is my
daily
expenses to
high

Hear ?

His friend's
income is
less than his
income

His friend
tracks his
expenses in
mobile app



See ?

My friends are
managing their
finance
efficiently

They saved a
lot of money

Say & Do ?

Searches how to
manage
personal
expenses

Download
expense
tracker app

Add expense
details for
tracking