

Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT20222TMID53089
Project Name	Project - Personal Expense Tracker App
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Expense Tracker App - Budget Buddy

BUDGET BUDDY Empathy Map

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SAYS

What have we heard them say? What can we imagine them saying?

I am spending too much

I am not able to save any money

Should start to track and plan my expenses

I wish someone could keep track for me

Don't know how much to spend



I need to control my spending



Need help with tracking expenses

How to increase my savings?

Need a user friendly app with good alerting system

How to spend appropriately

TYPICAL USER
OF EXPENSE
TRACKER APP

Check Bank Statements



Inadequate

Overestimates their spending capacity

Prioritizes immediate needs while putting off others that may materialize in the future

Spends too much on unnecessary things

Scared

Insecure

Unsure

Keeps bills which are often misplaced

Confused

DOES

What behavior have we observed?
What can we imagine them doing?

FEELS

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?