

Professional Readiness Program
for Innovation, Employability and
Entrepreneurship – IBM Nalaiya
Thiran

EMPATHY MAP

<p>SEES</p> <ul style="list-style-type: none"> • Sees that he has a lot of expenses to do but has a fixed budget • Sees that he doesn't keep track of his expenses properly • Sees the existing solutions to expense tracking online 	<p>HEARS</p> <ul style="list-style-type: none"> • Hears about similar problems and pain points faced by his friends and colleagues. • Hears what methods his friends employ for tracking • Hears about the cloud applications built for this purpose.
<p>SAYS AND DOES</p> <ul style="list-style-type: none"> • Says that he wants an efficient web/mobile application to keep track of his expenses. • Does look for different options online store like Play Store / App Store 	<p>THINKS AND FEELS</p> <ul style="list-style-type: none"> • Thinks that it's okay to try new and easier ways to keep track of expenses than manually noting them down. • Feels that many of the current traditional methods have limitations.
<p>PAINS</p> <ul style="list-style-type: none"> • Steep learning curve to use apps • May not find the exact amount of features he's looking for 	<p>GAINS</p> <ul style="list-style-type: none"> • Self Satisfaction • Effective use of money • Better awareness on usage of money

