Empathy Map

Personal Expense Tracker Application

● Analysing the midset of a typial target audience of this solution

Trying their best to spend less, but seems to be not working

Need to improve my habits and plan ahead

Asks for help from friends

Why is managing money very hard ?

How can i stop my recklessing spending ?

Where to limit my expense ?

Says

Thinks

Does

Feels

Fall for online shopping offers

Feel sad after spending a lot

Borrows money from parents after overspending

Cant keep track of my different expense

Wishes someone was there to help in managing their money

Might fall into debt and EMI trap soon