

# Empathy Map-Personal Expense Tracker

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Friend says," I chose the expense tracker app because it's easy to work on it as it represents our expenses in diagrammatical way "

Boss says," I chose the expense tracker app because it provides high security , data privacy and flexibility"

Reviews says," I chose the expense tracker app because it's user friendly and easy maintenance. "

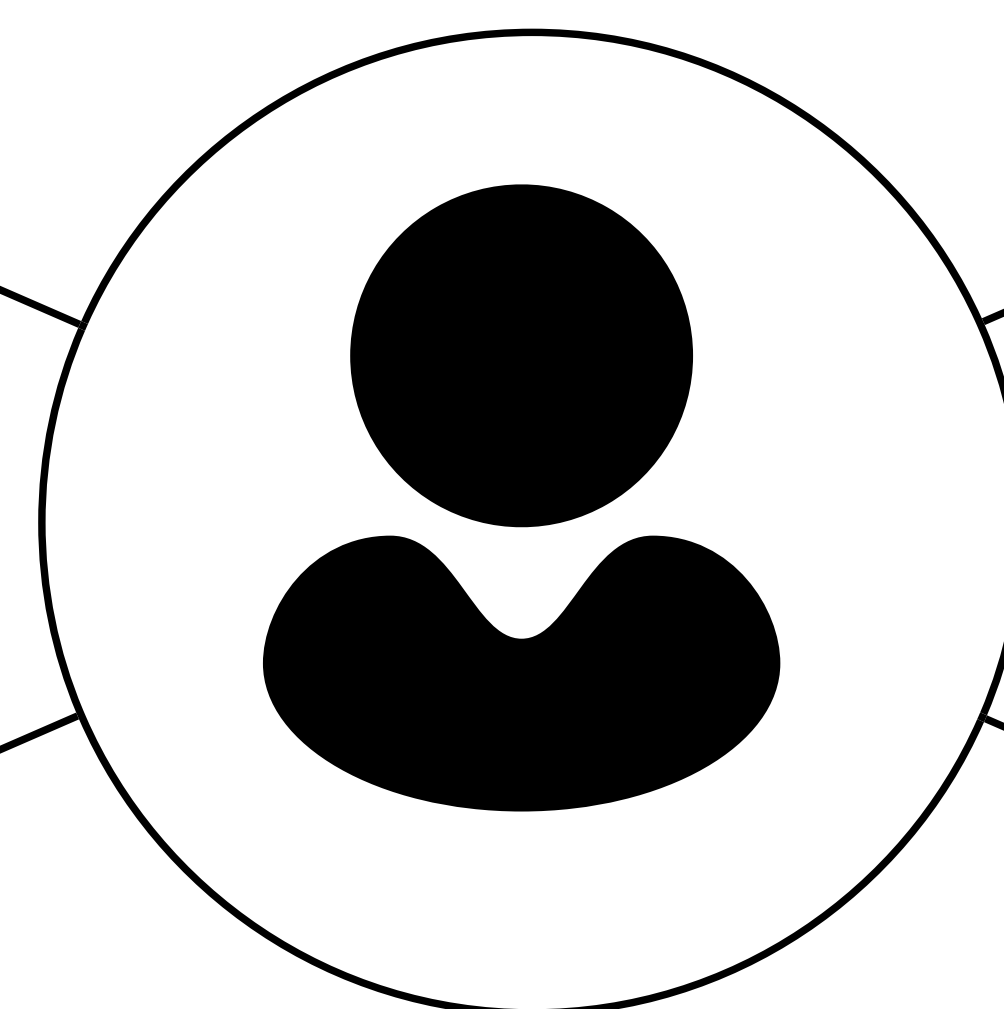
Wasting my time? may be i can do it on my own.

Hereafter i can save my money as i reduce my expenses.

I believe this app will satisfy my requirements.

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Lots of advertisement.

Data corruption.

It provides interactive user interface.

Better visualization

We see various depiction of expenses estimation.

There is no proper application for personal expense tracker.

## What do they SEE?

environment  
friends  
what the market offers

I need an app which helps to track my expenses in an organized way.

I prefer an app that keeps confidentiality of my data.

May be it's a waste of time inspite i can do it on my own.

## PAIN

fears  
frustrations  
obstacles

Inaccurate result if data is incorrect.

Unable to generate reports like .Doc,.Pdf.

Network issues.

No offline data storage.

## GAIN

"wants" / needs  
measures of success  
obstacles

Crisis pervention

Forces you to think about money.

It can reveal our spending issues.

Builds discipline and organization.

Track our financial progress