Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID23410
Project Name	Project Name - Personal Expense Tracker
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 helps 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.

PERSONAL EXPENSE TRACKER

THINK & FEEL?

"I want to manage my finance efficiently"

"I want to track my cloth expense"

HEAR?

His friends tracks his expenses in Web App His friends avoids manual calculation



"My friends are managing their finance efficiently"

"My sister is struggling to track her expenses"

SEE?

Searches
"How to
manage
Personal
finance"

Download Expense Tracker

SAY & DO?

Pain

Gain

Often forgot to add expenses

Installed Expense Tracker