PERSONAL EXPENSE TRACKER APP EMPATHY MAP

What does the person
Think & feel?

"I am falling behind my friends financially"

"I want to track my expenses in mobile app"

"I want to manage finance efficiently"

What does the person
Hear?

What does the person
See?

"His friend Alan's income is less than his income"

"His friend Alan tracks his expenses in mobile app"

"My friends are managing their finance efficiently"

"My friends are planing to go to a trip"

"Download expense tracker app"

"Searches now to manage personal finance"

"Forget to add expenses in app"

What does the person
Say and do?

Pain

Often forget to add expenses in app

Gain

Installed expense tracker app