

## Ideation Phase

### Empathize & Discover

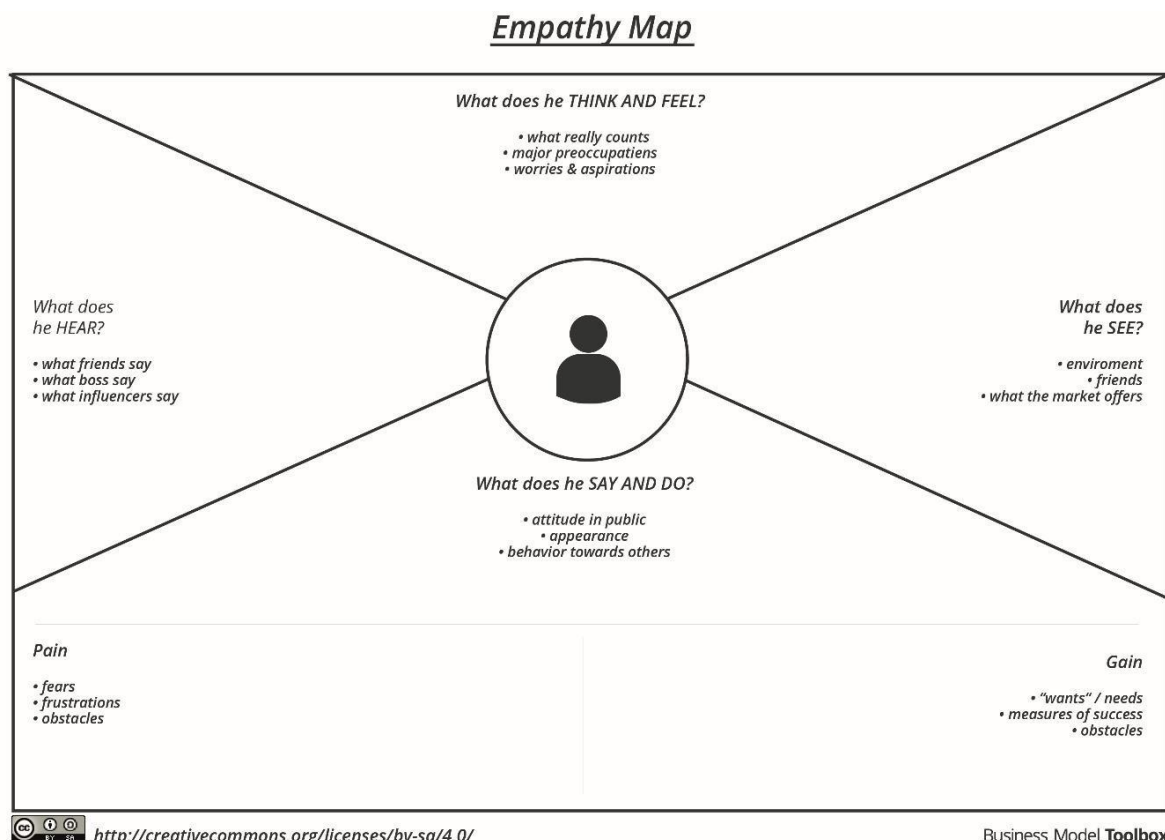
#### Empathy Map Canvas:

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 help 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.

#### Example:



1.What do they think and feel?

- I want to see all my bills at one place
- I do not know how I am spending my money
- Need to track all the transactions
- Helps to know my monthly expenses
- Need to feel secure while using a application
- Reduce over spending

2.What do they see?

- User Friendly Interface
- Can save money by reducing expenses
- Web application is platform independent
- Categories for saving money
- Market offers a better ways to reduce consumption

3.What do they say and do?

- Need a good user experience
- Best graphical interface
- Categorize your expenses
- Alert about spending
- Categorize your expenses

4.What do they hear?

- Calculate all the expenses automatically
- Easy maintenance
- No need of manual work