Ideation Phase
Empathize & Discover

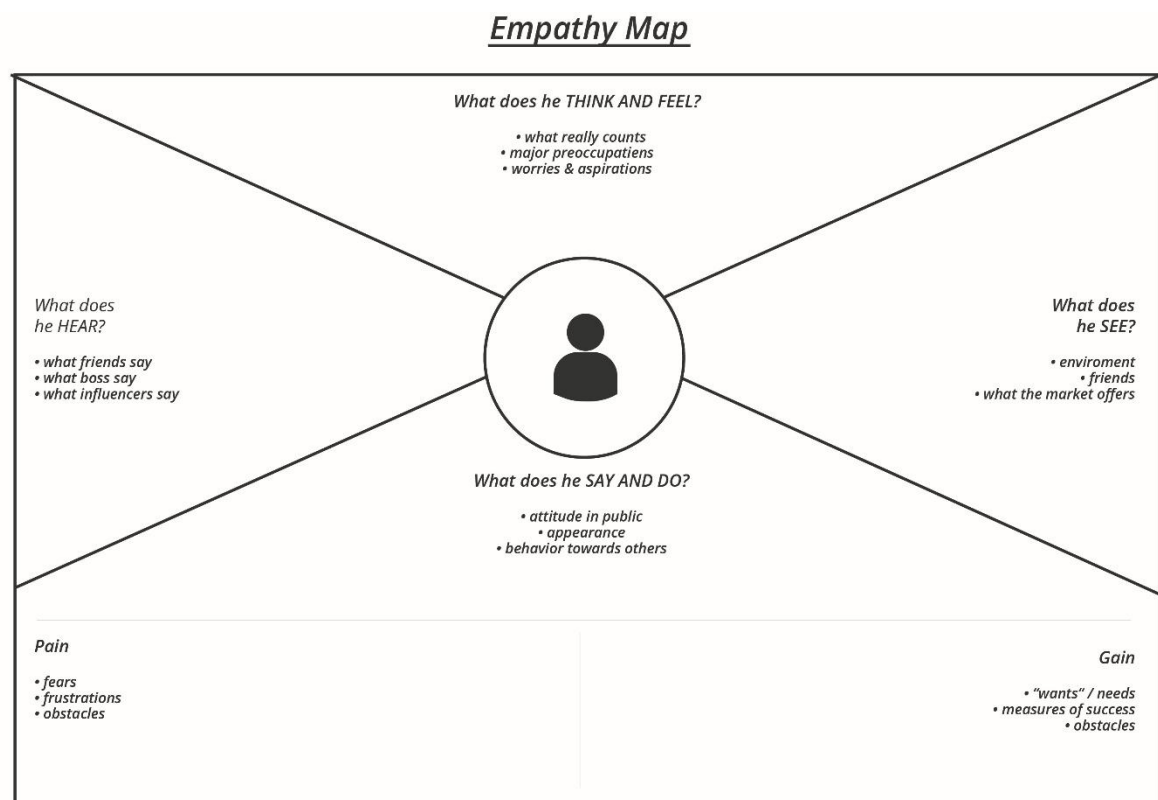| Date	19 September 2022
Team ID	PNT2022TMID45905
Project Name	Project - Personal Expense Tracker
Maximum Marks	4 Marks

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.

Example:

Empathy Map

Business Model **Toolbox**

Personal Expenses Tracker Application

Personal Expense Tracker

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Is there security issue?
- Budget vs. Actual Spend
- Is there all Transactions at One Place?
- It will Prevents from Fraud activity?

What do they HEAR?
what friends say
what boss say
what influencers say

- User Friendly UI
- Customize Categories of Payment
- It's simple to set up and use

What do they SEE?
environment
friends
what the market offers

- Alerts and remainders of bills
- Set up a budget by month
- ChatBot

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- In-depth insights and analytics
- Tracks and Arranges Receipts
- Bug free UI
- Approves Invoices and Payments
- Report Creation
- Paying taxes in time

PAIN
fears
frustrations
obstacles

- less secure
- Automating everything to do with your finances can make you financially lazy

GAIN
"wants" / needs
measures of success
obstacles

- New Way of Document Handling
- Anytime and anywhere access
- Reduced human errors
- Provides Accurate Analytics