

Ideation Phase

Empathize & Discover

Date	20 October 2022
Team ID	PNT2022TMID23689
Project Name	Personal Expense Tracker System Application
Maximum Marks	4 Marks

Empathy Map Canvas:

Template

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second hand?

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

What do they THINK and FEEL?
PAINS
Frustrated
Anxiety
Fears about data loss
Wasting time connecting
...What other thoughts and feelings might influence their behavior?
on a positive note
on a negative note
GAINS
Well planned budget, financial confidence, good strategic planning, thoughtful expenditures
Well planned budget
Financial confidence
Thoughtful expenditures
...What other thoughts and feelings might influence their behavior?
on a positive note
on a negative note

What do they need to DO?
What do they need to do differently?
What jobs do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?
What have we heard them say?
What can we imagine them saying?

Need some inspiration?
See a worked version of this template to kickstart your work.
[Open example](#)