| Date | 18 . 10 . 2022 |
|---|---|
| Team ID | PNT2022TMID31609 |
| Project Name | Personal Expense Tracker Application |
| Maximum Marks | 4 Marks |

# Empathy Map

## What do they THINK AND FEEL ?

What really counts
major preoccupations
worries & aspirations

- How to reduce unnecessary expenses?
- How to track my monthly expenses?
- What to do with the savings?
- where am i spending more money?
- Have i save enough for future purposes?
- Check if there are any apps that can help them manage money

## What do they HEAR ?

What friends say
what boss say
what influencers say

- I am not saving enough
- Not making investments
- Don't have time to note down daily expenses

## What do they SEE ?

Environment
friends
what the market offers

- My friends are managing their expenses well
- I am borrowing money frequently from my acquaintances
- I am running out of money sooner than expected

## What do they SAY AND DO ?

Attitude in public
appearance
behaviour towards others

- Visualize my monthly expenses through tools
- Plan on where to spend available money
- Ask friends or advisors for making investments
- Maintain a diary or digital sheets to track expenses
- Search for investment options and advises
- Check banks statements often

## PAIN

Fears
depression
frustation

- What is the distribution of my spendings?
- No proper savings for emergency purpose
- unwanted expenses

## GAIN

Profit
measure of success
obstacles

- Can categorize expenses
- Reduces impulse spending
- Financial well-being