Ideation Phase
Empathize & Discover

| Date	1 April 2025
Team ID	SWTID1742834197
Project Name	Personal Expense Tracker App
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:

Solution:

Solution: Personal Expense Tracker
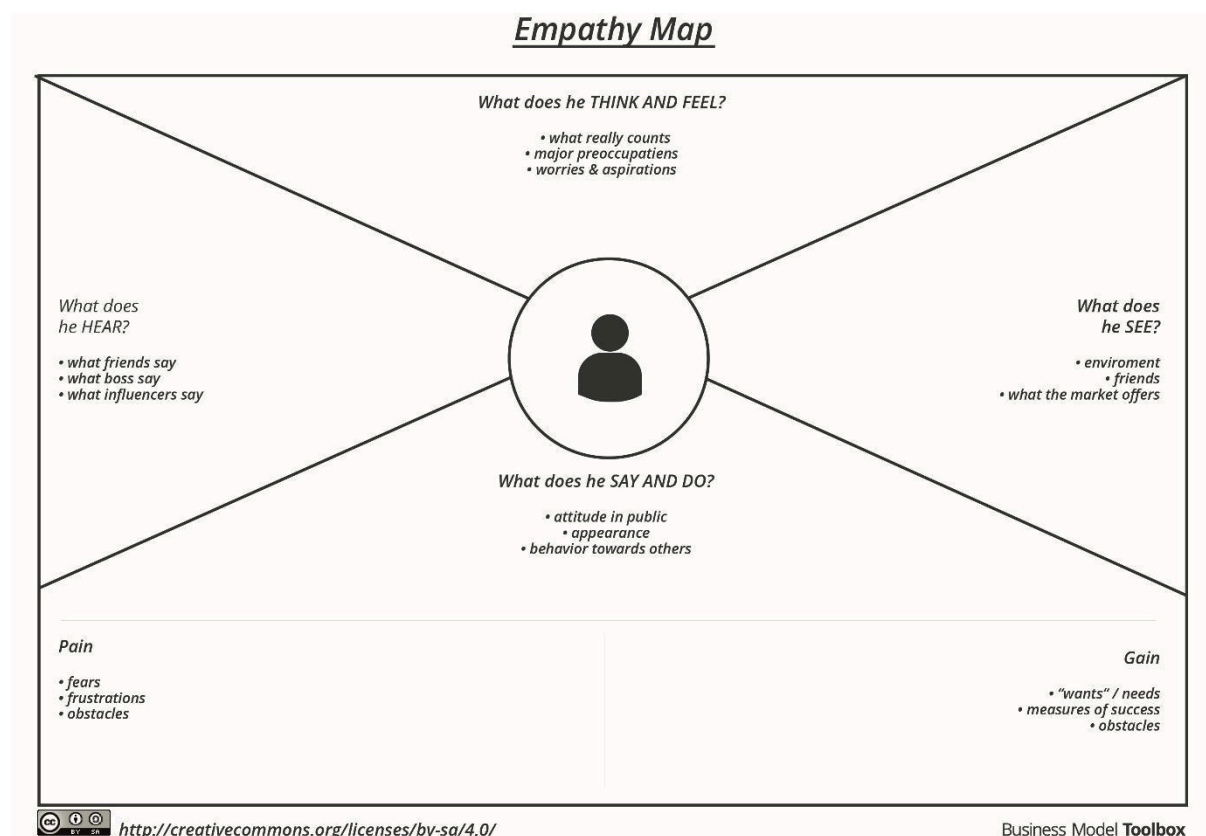
struggling to save money and understand where they are spending.

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?

Why don't you use a finance app?

You should start budgeting

Tracking manually is too much work

Money goes too fast; I don't even know where

Advice from family or finance YouTubers

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

Anxiety over untracked spending

Frustration about not reaching savings goals

Lack of financial discipline

Feeling financially irresponsible

Guilt for impulse purchases

Desire for control and awareness

Hopes to save consistently

Want to achieve short- and long-term financial goals

Dream of being more organized and less stressed about money

What other thoughts and feelings might influence their behavior?

Fear of judgment if they expose bad spending habits

Feeling overwhelmed by too many options or features in apps

Sense of guilt or shame from poor financial decisions

Laziness or procrastination when it comes to logging data

Categor
transactio

ces.

Try

w they were successful?

See financial insights via dashboards

Ads for finance/ budgeting apps

Friends using digital wallets

Social media posts about saving tips

Bank messages/ emails showing transactions

Confusion from others facing similar issues

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?

I want to start saving, but I don't know how.

I always forget to record my expenses

My money disappears before the month ends

Why isn't there a simple app for this?

when it comes to logging data

Occasionally write expenses in notes or spreadsheets

Try using finance apps but abandon them quickly if too complex

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

Use Google Pay/PhonePe but don't track transactions

Forget to log purchases

Ask friends/ family for money advice

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?

They are struggling to save money and understand where they are spending.

Young adults who want to manage their personal finances.

GOAL

Track expenses and income in one place

Set monthly budgets or goals

Categorize transactions

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

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