

## Ideation Phase

### Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMIDS36980
Project Name	Google Pro Financial Decoder
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 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.

##### **◊ What does the user THINK & FEEL?**

- Feels financial reports are difficult and confusing
  - Worries about making wrong financial decisions
  - Feels stressed due to lack of accounting knowledge
  - Wants quick and simple understanding of business health
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##### **◊ What does the user SEE?**

- Large Excel sheets with numbers
  - Complex balance sheets and profit & loss statements
  - Financial dashboards that assume accounting knowledge
  - Technical terms without explanations
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##### **◊ What does the user HEAR?**

- Advice from accountants and financial experts
  - Suggestions to “consult a professional”
  - Feedback that financial analysis is complex
  - Opinions that finance is not easy for beginners
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##### **◊ What does the user SAY & DO?**

- Tries to analyze statements manually
  - Searches online for financial explanations
  - Depends on experts for clarity
  - Uses basic tools like Excel without insights
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#### ▼ PAINS

- Difficulty understanding financial terminology
  - Time-consuming manual analysis
  - Dependency on financial experts
  - Fear of incorrect financial decisions
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#### ✿ GAINS

- Clear and simple financial summaries
- Faster decision-making
- Reduced dependency on experts
- Visual insights into financial data

