Ideation Phase
Empathize & Discover

Date	15 April 2025
Team ID	SWTID1743344524
Project Name	Personal Expense Tracker App
Maximum Marks	4 Marks

Empathy Map Sections

SAYS

- "I need a tool that simplifies my financial management."

- "Manual tracking on spreadsheets is just too time-consuming and error-prone."

- "I wish I could get immediate insights into my spending trends."

THINKS

- "I'm worried about missing important details in my expenses."

- "A digital solution should help me make more informed financial decisions."

- "Security is important; I need to be sure my data is protected."

DOES

- Regularly reviews bank statements and manual expense logs.

- Seeks out apps and tools online to find a better way to manage finances.

- Uses multiple methods (paper, mobile apps, spreadsheets) to keep track of transactions.

FEELS

- Overwhelmed by the complexity of using outdated methods to manage finances.

- Frustrated by the lack of real-time insights and clarity in financial data.

- Hopeful and motivated when considering a modern, automated approach to expense tracking.

Key Challenges & Insights

- **Challenges:**

    o Difficulty in keeping data updated across multiple manual platforms.

    o Lack of real-time updates leading to poor financial decision-making.

    o Concerns over data security when using multiple tools.

- **Insights:**

  o Users appreciate when a tool is intuitive, visually engaging, and provides instant feedback on spending behavior.

  o Security features, such as robust authentication and encrypted data storage, are key priorities.

  o A mobile-friendly interface enhances accessibility, allowing users to manage their finances on the go.

How This Empathy Map Helps

- **Understanding-Needs:**
  This map highlights the urgent need for a streamlined, secure, and user-centric solution that addresses the specific pain points of managing expenses manually.

- **Guiding   Design   &   Development:**
  By capturing user behaviors, emotions, and challenges, the team can prioritize features such as real-time tracking, dynamic data visualizations, and secure authentication.

- **Aligning   with   User   Goals:**
  The insights gathered ensure that Smart Spend (Expense Tracker) focuses on delivering an experience that not only meets the functional requirements but also resonates emotionally with its users by reducing stress and increasing financial confidence.

Example:

Empathy Map

What does he THINK AND FEEL?
• what really counts
• major preoccupatiens
• worries & aspirations

What does he HEAR?
• what friends say
• what boss say
• what influencers say

What does he SEE?
• enviroment
• friends
• what the market offers

What does he SAY AND DO?
• attitude in public
• appearance
• behavior towards others

Pain
• fears
• frustrations
• obstacles

Gain
• "wants" / needs
• measures of success
• obstacles

Business Model **Toolbox**