# Ideation Phase

# Empathize & Discover

| Date | 31 January 2025 |
| --- | --- |
| Team ID |  |
| Project Name |  |
| Maximum Marks | 4 Marks |

# Empathy Map Canvas

Project: Expense Tracker (MERN Stack)  
Target User: Budget-conscious individuals (students, freelancers, young professionals)

## SAYS

• “I want to see all my spending in one place.”  
• “It needs to be easy to use on my phone.”  
• “Is my account secure?”  
• “Can I export my data easily?”

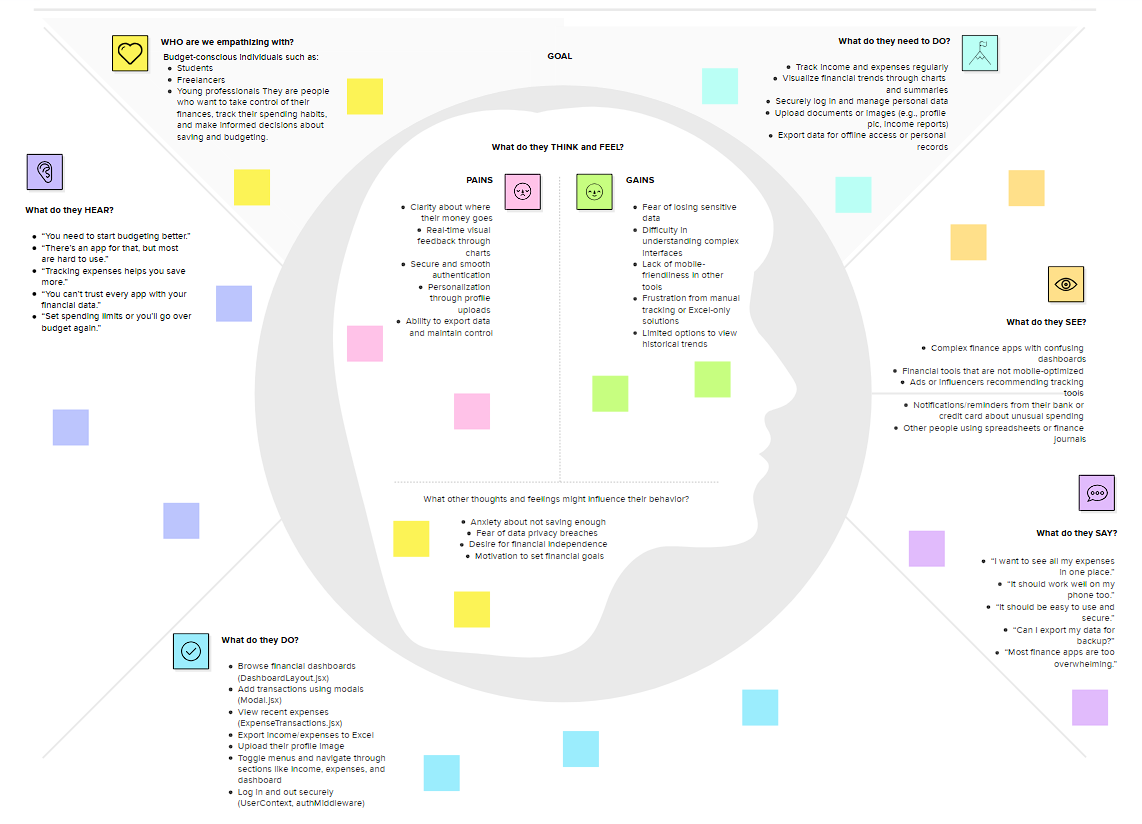
## THINKS

• “Am I saving enough each month?”  
• “I don’t want to struggle with menus.”  
• “I need to trust this with my money data.”  
• “How can I review my expenses later?”

## DOES

• Navigates dashboard (DashboardLayout.jsx, SideMenu.jsx)  
• Views charts (FinanceOverview.jsx, CustomPieChart.jsx)  
• Adds transactions (Modal.jsx)  
• Exports Excel files (/downloadexcel routes)  
• Uploads profile image (/upload-image)

## FEELS

• Overwhelmed by scattered finances, relieved with clear summaries  
• Frustrated with clunky apps, satisfied with responsive UI  
• Anxious about data leaks, reassured by secure authentication  
• Confident when data is exportable  
  
  
 **Empathy Map  
  
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