

## Ideation Phase

### Empathize & Discover

Date	19-02-2026
Team ID	LTVIP2026TMIDS66350
Project Name	Calculating family expenses
Maximum Marks	4 Marks

#### **Empathy Map Canvas:**

The Empathy Map Canvas for the Family Expense Management System highlights the needs, feelings, challenges, and goals of a typical family member or head of the household responsible for managing finances. Such a user often feels worried about overspending and stressed due to the lack of a clear system to track daily expenses, while also aiming for financial stability and better savings. They see increasing bills, scattered receipts, and untracked spending by family members, which makes it difficult to understand the overall financial situation. They frequently hear concerns about money management, advice to reduce expenses, and discussions about insufficient savings within the family. In response, they try to write expenses in notebooks or spreadsheets, ask others about their spending, and manually calculate totals, but these methods are time-consuming and prone to errors. The main pain points include the absence of a centralized platform, difficulty in categorizing expenses, and lack of real-time insights. Ultimately, the user desires a simple, reliable system that allows quick expense entry, automatic calculations, consolidated reports, and clear visibility into spending patterns, enabling better financial planning and informed decision-making for the entire family.

#### **Example:**



