

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	SWTID1743315733
Project Name	Personal Finance Tracker
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.

Think & Feels <ul style="list-style-type: none">• I want to save more money but don't know where to start.• I feel anxious about my financial future.• I'm frustrated by how quickly my money disappears.• I wish I had better control over my spending habits.• I feel guilty when I overspend on unnecessary things.	See <ul style="list-style-type: none">• Ads for financial tools and apps on social media.• Friends or colleagues discussing their financial struggles or successes.• Bank statements and credit card bills piling up.• News about rising costs of living and economic uncertainty.• Online tutorials or blogs about personal finance management.
Hear <ul style="list-style-type: none">• You should start investing to grow your money.• Budgeting is too complicated and time-consuming.• You need to cut back on eating out or shopping.• There are so many apps for tracking finances, but they're confusing.• Everyone is struggling with inflation and rising costs.	Say & Do <ul style="list-style-type: none">• "I need to start saving more money this month."• I'll try to stick to a budget, but it's hard.• I avoid looking at my bank account because it stresses me out.• I'll start tracking my expenses tomorrow.• I don't know where all my money goes every month.

Think & Feel

- "I want to save more money but don't know where to start."
- "I feel anxious about my financial future."
- "I'm frustrated by how quickly my money disappears."
- "I wish I had better control over my spending habits."
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Hear

- "You should start investing to grow your money."
- "Budgeting is too complicated and time-consuming."
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See

- Ads for financial tools and apps on social media.
- Friends or colleagues discussing their financial struggles or successes.
- Bank statements and credit card bills piling up.
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Say & Do

- "I need to start saving more money this month."
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Pain Points

- "I don't have time to track every expense manually."
- "I feel overwhelmed by the complexity of financial tools."
- "I don't know how to create a realistic budget."
- "Unexpected expenses always ruin my plans."
- "I feel like I'm not making progress toward my financial goals."

Goals

- "I want to save enough for a vacation or emergency fund."
- "I want to reduce my debt and avoid late fees."
- "I want to feel confident and in control of my finances."
- "I want to track my expenses without spending too much time."
- "I want to build a habit of saving consistently every month."