**Ideation Phase**

**Empathize & Discover**

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| Date | 10 April 2025 |
| Team ID | SWITD1743598785 |
| Project Name | Stock Trading Web App |
| Maximum Marks | 4 Marks |

Empathy Map

**Gain**

* Easy-to-use interface
* Real-time data & accurate insights
* Personalized recommendations
* Educational content & tutorials
* Transparency in fees
* Feeling of control and confidence

**Pain**

* Hard to understand charts and data
* Overwhelmed with complex features
* Fear of losing money
* High transaction fees
* Lack of guidance for beginners
* Slow customer support

**Hear**

* "Be careful, trading is risky."
* "Use this app, it's better for beginners."
* "Look at this stock trend!"
* "Did you set a stop-loss?"
* "This platform has high fees."

**Say & Do**

* Spend hours watching stock price movements
* Ask friends or online communities for advice
* Struggle to understand technical indicators
* Look for beginner-friendly tools
* Worry about making mistakes
* Frequently refresh the portfolio page

**See**

* Complex charts & analytics
* No clear tutorials or onboarding
* Multiple tabs & scattered information
* Ads promoting risky trades
* News headlines causing fear or excitement

**Think & Feel**

* Is this stock a good investment?
* Fear of losing money
* Excitement for potential profits
* Why is this app so complicated?
* Concerned about security & privacy
* I wish there was guidance for beginners