

Ideation Phase

Empathize & Discover

Date	16 June 2025
Team ID	LTVIP2026TMIDS49230
Project Name	Gemini Pro Financial Decoder
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple visual tool to understand a user's thoughts, feelings, and actions. This map represents the three key users of Gemini Pro Financial Decoder — a Financial Analyst (Sarah), a CEO/Executive (Rajesh), and a Financial Journalist (Mark). It highlights their challenges with complex financial data and their goals of getting quick, clear, actionable insights using AI.

Sarah Financial Analyst — investment firm. Manually reviews balance sheets & P&L; statements.	Rajesh CEO / Executive — receives monthly financial reports; struggles with jargon & complex tables.	Mark Financial Journalist — must analyze financial results quickly before article deadlines.
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Empathy Map

■ SAYS	■ THINKS
<p><i>What have we heard them say?</i></p> <ul style="list-style-type: none"> • "I need summaries in minutes, not hours." • "This report is too technical — give me key numbers." • "I can't miss a trend before my deadline." • "Can AI just tell me if this company is healthy?" • "Manual extraction is killing my productivity." 	<p><i>What are their wants, needs, hopes?</i></p> <ul style="list-style-type: none"> • "What if I miss a red flag in the data?" • "I wish AI could summarize this instantly." • "Visuals would help me explain this to the board." • "Can I trust AI insights for strategic decisions?" • "There must be a smarter way to do this."
■ DOES	♥ ■ FEELS
<p><i>What behavior have we observed?</i></p> <ul style="list-style-type: none"> • Manually reads 50+ page reports every quarter. • Copies PDF data into Excel to build summaries. • Asks analysts to pre-process data before reviewing. • Googles jargon terms to understand reports. • Rushes through analysis under tight deadlines. 	<p><i>What are their fears and frustrations?</i></p> <ul style="list-style-type: none"> • Overwhelmed by volume and complexity of data. • Stressed by time pressure — no room for error. • Frustrated when reports lack clear insights. • Anxious about wrong decisions due to unclear data. • Relieved when AI simplifies complex analysis.

Users

Sarah —
Financial
Analyst

Rajesh —
CEO /
Executive

Mark —
Financial
Journalist

All three
need
AI-powered
financial
insights
instantly.

Pains & Gains Summary

Pains	Gains
<ul style="list-style-type: none">• Time-consuming manual analysis of financial statements• Inability to interpret complex financial jargon• Risk of missing critical insights under time pressure• No automated summarization or visualization tools• Raw numbers without actionable context	<ul style="list-style-type: none">• Instant AI-powered summaries using Gemini API• Clear visual insights — line charts & trend dashboards• Faster, confident decision-making for all user types• Automated PDF report generation via ReportLab• Plain language explanations for non-finance users

How Might We...?

→ HMW automate financial document analysis so analysts save hours of manual work?

→ HMW present financial data in plain language so executives can decide confidently?

→ HMW generate instant financial summaries so journalists never miss their deadlines?

→ HMW create visual dashboards so key metrics are immediately clear to all users?