

# Ideation Phase

## Empathize & Discover

Date	19 February 2026
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.

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

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

## 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?