

Ideation Phase

Empathize & Discover – Empathy Map Canvas

Date: 03 November 2025

Team ID: NM2025TMID07316

Project Name: Calculating Family Expenses through ServiceNow

Maximum Marks: 4 Marks

Empathy Map Overview

Empathize & Discover:

In this stage, the team conducted detailed research and observations to understand the common challenges faced by families in managing and tracking daily expenses.

Through discussions, feedback, and analysis of traditional expense management methods, the team discovered that

users often face difficulties due to lack of automation, manual data entry, and absence of real-time

tracking. Many users struggle with remembering where money is spent, classifying expenses

correctly, and maintaining budgets effectively.

It was identified that traditional approaches such as handwritten notes, spreadsheets, or simple

apps lack integration and automation features. This leads to inefficiency, errors, and difficulty in

analyzing family spending patterns. By stepping into the users' shoes, it became clear that a digital,

automated solution in ServiceNow could simplify expense management, improve accuracy, and

support better decision-making.

Key Insights and Findings

Empathy Analysis:

Through empathy mapping, the team gained valuable insights into user experiences related to

expense management. It was discovered that most users wish for an automated, centralized, and

user-friendly way to record, categorize, and monitor family expenses in real time.

ServiceNow's

workflow and automation capabilities align perfectly with these needs.

Key Pain Points Identified:

- Manual expense entry and lack of centralized tracking.
- Difficulty in setting and monitoring family budgets.
- No real-time visualization of spending categories.
- Absence of automated alerts for overspending.
- Limited collaboration between family members on shared expenses.

Based on these findings, the team envisioned a smarter and automated expense management

solution using ServiceNow that includes:

- Automation of expense tracking and report generation using Flow Designer.
- Dashboards displaying real-time expenses and category-based insights.
- Budget alert mechanisms for financial discipline.
- Role-based access control ensuring data privacy within families.
- Integration of ServiceNow tables for secure and structured data management.

This empathy-driven understanding forms the foundation for designing an efficient, transparent, and

user-friendly family expense management system on the ServiceNow platform.

