

Ideation Phase

Empathize & Discover

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Team ID: NM2025TMI00838

Project Name: Family Expense Automation Using ServiceNow

Empathy Map Canvas:

In the Empathize & Discover phase, the team explores how families manage and record their daily expenses. They discover that many families find manual expense tracking stressful, time-consuming, and error-prone. Through discussions and observations, it becomes clear that the absence of automation leads to poor visibility of spending patterns, missed payments, and financial mismanagement. The lack of centralized expense records causes confusion, especially when multiple family members contribute to shared costs.

By deeply understanding these pain points, the team identifies the opportunity to automate family financial management using ServiceNow. Through Flow Designer, Integration Hub, and dashboards, expense tracking can become seamless, transparent, and collaborative — helping families gain real-time insights and control over their finances.

Example: Family Budgeting & Expense Automation

By understanding the users through empathy mapping, we identified key frustrations like forgotten bills, duplicate records, and lack of awareness about spending categories. These insights revealed critical pain points such as limited access to consolidated data, no real-time budget alerts, and manual categorization effort. As a result, we designed an intelligent ServiceNow-based system that automates the process — capturing expenses from multiple family members, grouping them by category, and generating real-time insights. Families can view budgets visually and receive notifications when nearing spending limits.

Pain Points:

- Lack of centralized expense records
- Manual updates and calculation errors
- No shared visibility for family members
- Missed payments and budgeting anxiety

Solution Highlights:

- Automated expense categorization using ServiceNow Flow Designer
- Real-time dashboards for visual spending insights

- Multi-user access and shared financial transparency
- Notifications for expense thresholds and bill reminders

Summary:

This empathy-driven approach reimagines family financial management through ServiceNow. By addressing emotional and practical needs, the system empowers families to make smarter spending decisions, reduce stress, and maintain financial harmony effortlessly through automation and collaboration.