

# EMPATHY MAP CANVAS

Ideation Phase – Empathize & Discover

Date	28/10/2025
Team ID	NM2025TMID08189
Project Name	Calculating family expenses using service now
Maximum Marks	4

## Target User: Family Member Managing Household Finances

Says	“I need a better way to track our monthly spending.” “I wish I could see where our money goes.”
Thinks	“Am I overspending in certain categories?” “How can I stay within budget without constant manual tracking?”
Does	Logs expenses manually in notebooks or spreadsheets. Checks bank statements periodically.
Feels	Overwhelmed by scattered data. Worried about exceeding budget limits. Frustrated by lack of visibility.

## **Goals & Needs**

- Easy way to log expenses
- Real-time budget alerts
- Visual breakdown of spending
- Secure access for all family members

## **Pain Points**

- Manual tracking is time-consuming
- No centralized system
- Difficulty identifying spending patterns
- Limited access for other family members