**🧠 What is an Empathy Map?**

An **Empathy Map Canvas** breaks down what the user:

* **Says**
* **Thinks**
* **Does**
* **Feels**

It also includes user **pains** and **gains**, helping you design a solution that truly fits their needs.

**📝 Empathy Map Canvas: Family Expense Tracker on ServiceNow**

👤 **User Persona**: A parent managing monthly family expenses, not tech-savvy, wants an easy way to track and analyze spending.

**🔊 SAYS**

* "I wish I knew where all our money goes each month."
* "It’s hard to stay within budget with all these surprise expenses."
* "I’ve tried using spreadsheets, but they’re a pain to update."
* "I don’t have time to learn complex tools."

**💭 THINKS**

* "There must be a smarter way to track expenses."
* "If we keep going like this, we won’t meet our savings goals."
* "Security is important—I don’t want to share our finances with risky apps."
* "A system that shows trends would help us plan better."

**🧍‍♀️ DOES**

* Uses notebooks or spreadsheets inconsistently
* Tries budgeting apps but often quits after a week
* Reviews bank statements manually
* Calculates totals at the end of the month (if at all)

**❤️ FEELS**

* Overwhelmed by managing everything manually
* Frustrated by not knowing how much is being spent
* Anxious about unexpected bills or overspending
* Relieved when there’s a simple, clear view of finances

**❌ PAINS**

* Manual tracking is time-consuming and error-prone
* Existing apps don’t let them customize categories or reports
* Spouse or kids don’t collaborate on budgeting
* No reminders for recurring expenses

**✅ GAINS**

* Easy and fast way to log expenses
* Clear visibility into spending by category
* Monthly summary with trends and insights
* Alerts or reminders for recurring payments

**✅ How to Use This Empathy Map in Your ServiceNow Project**

* **Design** a simple, clean UI (use Service Portal or Mobile Studio)
* **Automate** expense summaries and alerts (using Flow Designer or Scheduled Jobs)
* **Customize** categories and reports to fit family-specific needs
* **Secure** the data and limit access per user role