Ideation Phase

Brainstorm & Idea Prioritization

Template

Date : 02 NOVEMBER 2025

Team ID : NM2025TMID09055

Project Name : Calculating Family Expenses Using ServiceNow

Maximum Marks : 4 Marks

Customer Problem Statement Template:

Families often struggle to track and calculate their daily expenses due to scattered records, manual entry, and lack of centralized monitoring. This leads to inaccurate budgeting, missed expense entries, and difficulty in understanding spending patterns. Without proper visibility, users are unable to make informed financial decisions, which affects overall financial planning and savings.They need a single system where expenses can be recorded, categorized, and calculated automatically. A structured ServiceNow-based solution with daily expense logging, total amount calculation, and visual reporting will allow users to manage their finances efficiently. This will improve accuracy, save time, and increase financial awareness within the family.

Basis	Proactive Maintenance	Reactive Maintenance
Approach	Approach is preparation based	Approach is crisis based
Asset Life Expectancy	Longer life expectancy of equipment	Frequent equipment failures
Savings	More savings in maintenance	Increased costs due to broken building components
Execution	Organized execution of work responsibilities	Unorganized execution of work responsibilities
Response Time	Faster response times to maintenance and service calls	Delays in maintenance and service calls

Example:

| PS | I am (Customer) | I'm trying to | But | Because | Which makes me feel |

PS-1	A family member	Track daily expenses	I lose track	nothing is stored in one place	confused
PS-2	A family budget manager	Calculate monthly spending	data is scattered	no automatic total or summary	stressed

Problem Statement PS-1:

As a family member, I am trying to record my daily expenses in one place, but I often lose track because there is no centralized system to store all spending information. This makes me feel confused and disorganized, especially when I need to review past expenses or manage budgets. I need a simple way to enter and view my daily expenses so I can stay aware of my spending habits.

Problem Statement PS-2:

As the person managing the family budget, I want to calculate the total monthly expense easily. However, since expenses are entered in different formats and places, there is no automatic calculation or summary. This causes stress and uncertainty when trying to plan savings or set financial goals. A system that automatically totals all expenses and provides reports would help me make better financial decisions.