

Ideation Phase

Empathize & Discover

Date : 02 NOVEMBER 2025

Team ID : NM2025TMID09055

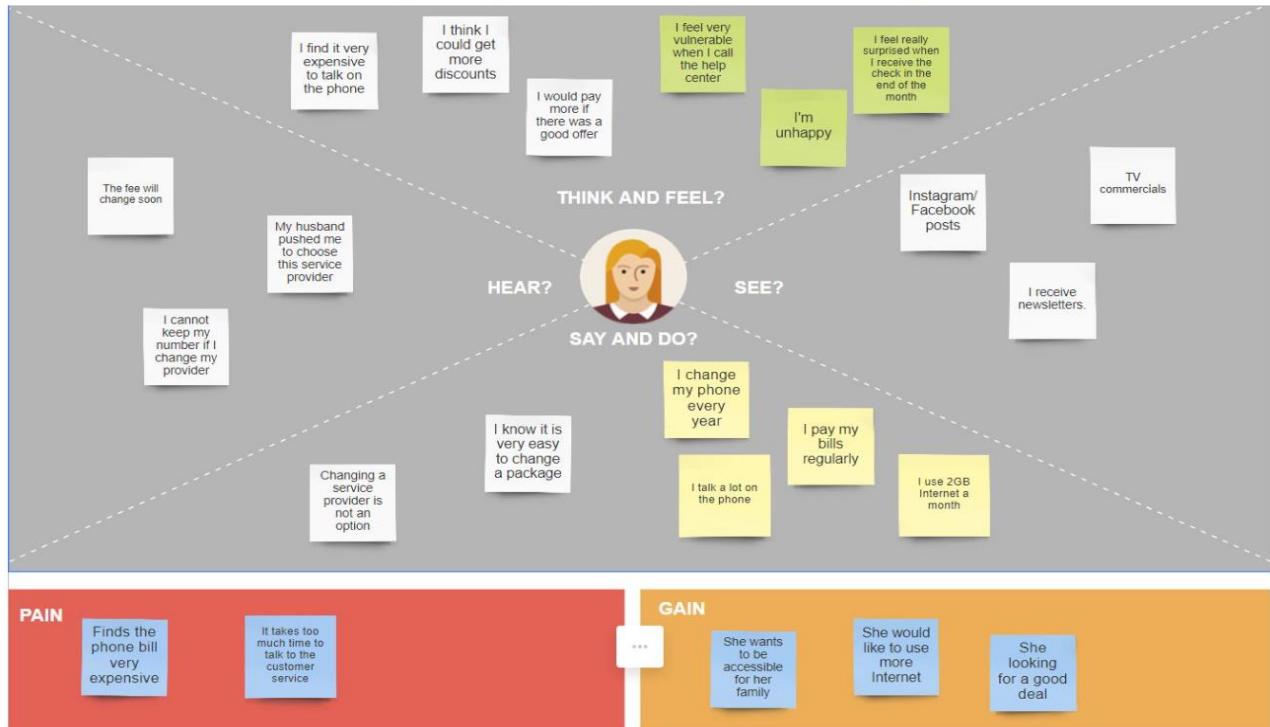
Project Name : Calculating Family Expenses Using ServiceNow

Maximum Marks : 4 Marks

Empathy Map Canvas:

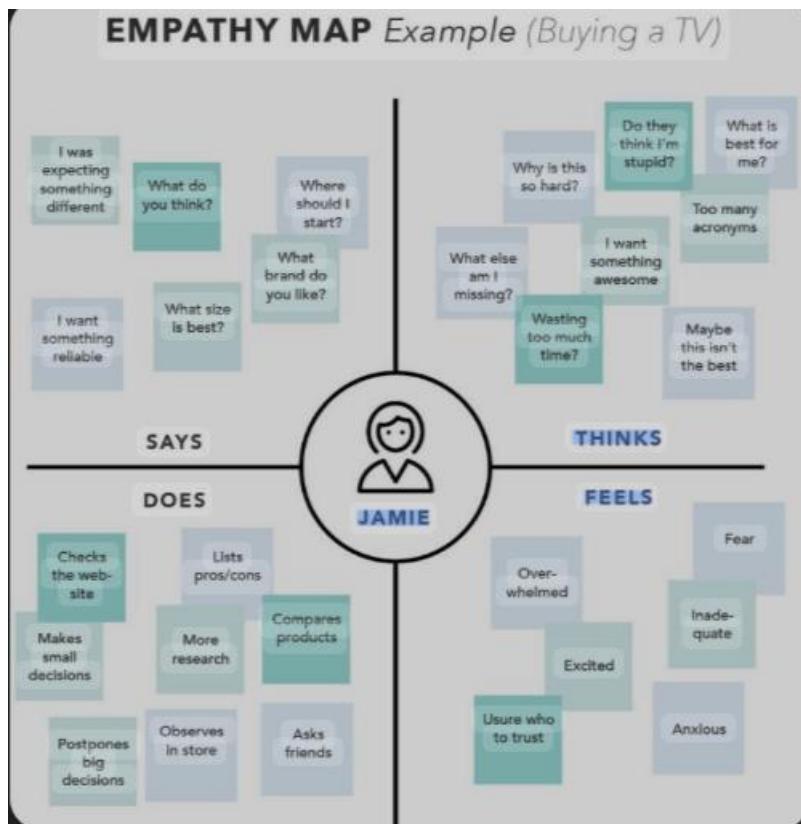
In the Empathize & Discover phase, the team observes how family members and budget managers currently track expenses. They learn that many users feel frustrated because expenses are scattered across notes, apps, or paper, making it hard to calculate total spending. Through interviews, they discover that people often forget entries, struggle to maintain budgets, and lack a clear view of where money is going. These insights reveal how disorganized tracking leads to stress, financial confusion, and poor decision-making. Understanding users' everyday struggles highlights the need for a single system that records all expenses, auto-calculates totals, and provides clear reports. These findings will help the team design a solution that is simple, reliable, and improves financial clarity for families.

Empathy Map Template Training



The empathy map helped us understand user challenges when deleting assigned users. It shows their pain, actions, and needs for better control and alerts. This guided us to design a safer system .

example :



By deeply understanding users through empathy mapping, we identified the major challenges and frustrations involved in tracking family expenses manually. These insights revealed pain points such as scattered expense entries, lack of real-time total calculation, no clear spending overview, and difficulty maintaining budgets. As a result, we designed a smarter and more organized expense management system in ServiceNow that includes expense categorization, automated totals, budget alerts, and visual reports. This ensures that users can track all family expenses in one place, stay within budget, and make informed financial decisions with confidence. The solution improves financial clarity, reduces stress, and strengthens overall money management for families.