Ideation Phase

Empathize & Discover
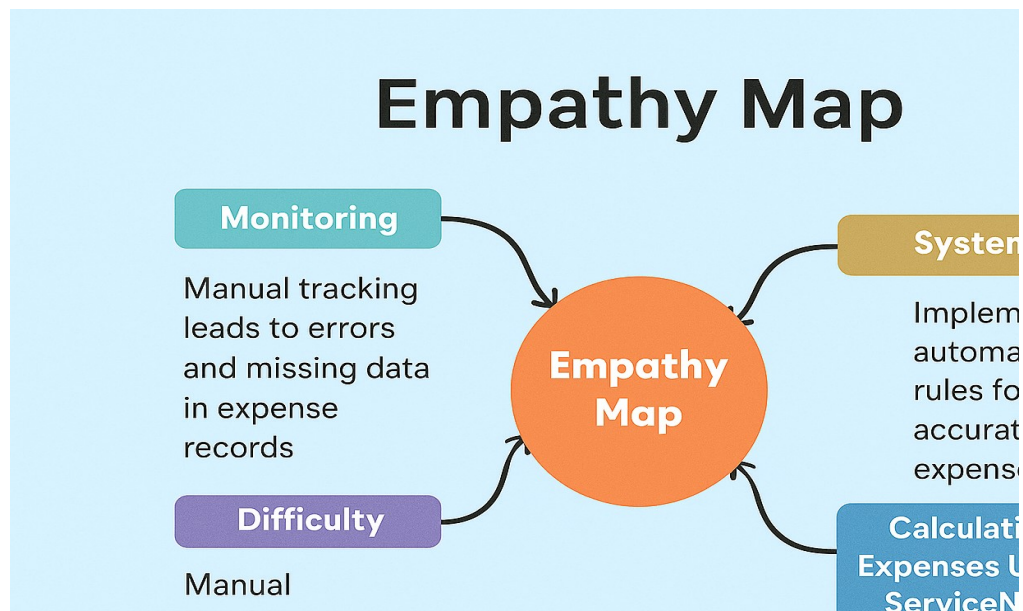
Date	02 NOV 2025
Team ID	NM2025TMID01562
Project Name	Calculating Family Expenses Using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how family members and heads manage and record daily expenses. They noticed that users often face difficulties maintaining accurate financial records due to manual tracking and inconsistent updates. Through observation and interviews, the team learned that users feel anxious and uncertain about budgeting accuracy and data sharing across family members. They discovered that this challenge leads to confusion and inefficiency in managing shared expenses and overall financial visibility.
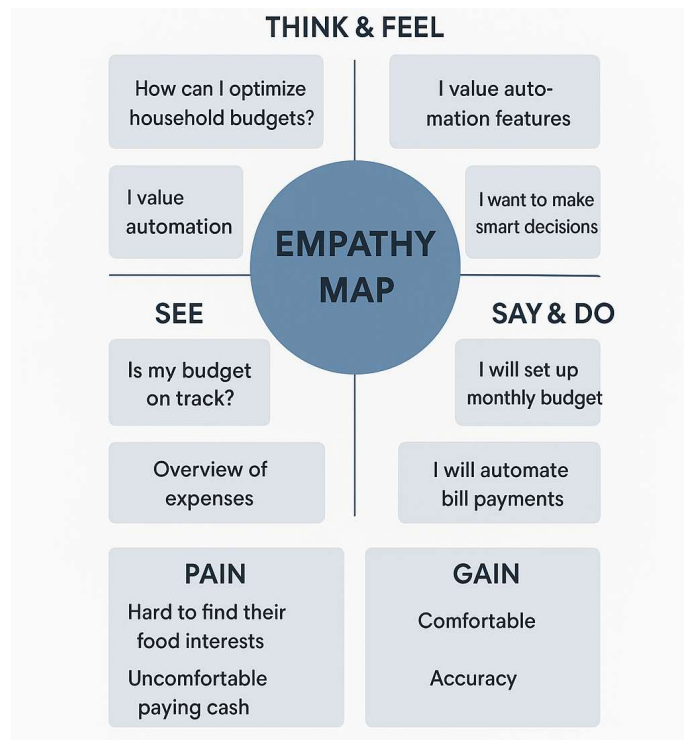
Gathering these insights helped the team understand the emotional and practical aspects of how families track their expenses. Users expressed a need for automated calculations, categorized summaries, and a simple interface to record, view, and analyze expenses collectively. By understanding users' pain points and daily challenges, the team identified that automation, transparency, and collaboration are key to improving financial management through ServiceNow.

Example:

The empathy map helped us understand the real-world challenges faced by users when tracking and managing family expenses. It revealed their pain points, daily actions, thoughts, and emotions regarding financial management. These insights guided us in designing an automated, user-friendly expense tracking system that simplifies data entry, enhances visibility, and builds trust among family members.

Example: Household Expense Management Application

By deeply understanding users through empathy mapping, the team identified the common frustrations related to manual expense management. Users expressed challenges like lack of automated totals, unclear spending patterns, and difficulty in collaboration. These findings helped design a ServiceNow-based solution that automates data entry, categorizes expenses, and provides clear, shareable reports. The result is a transparent, intelligent system that improves accountability, financial accuracy, and confidence in managing family expenses.