

# Problem-Solution Fit Canvas – Calculating Family Expenses using ServiceNow

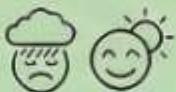
## 1. CUSTOMER SEGMENT(S)



Family members responsible for managing household expenses, including working individuals and homemakers seeking an organized way to track daily spending.



## 4. EMOTIONS: BEFORE / AFTER



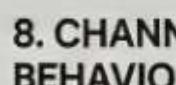
**BEFORE:**  
Users feel confused about their financial status, stressed about budgeting, and frustrated with manual calculations and potential overspending.

**AFTER:**  
Users feel confident about their finances, relaxed, organized, and satisfied with the control provided by automated tracking.

## 7. BEHAVIOUR



Users typically record expenses manually in notebooks or receipts (Offline) or use disconnected digital tools (Online), often only calculating totals at the month's end.

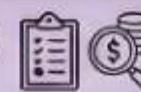


## 8. CHANNELS OF BEHAVIOUR

**Offline:** Manual recording in notebooks or receipts.

**Online:** Disconnected digital tools.

## 2. JOBS-TO-BE-DONE / PROBLEMS



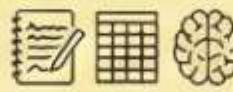
Users need to track daily expenses accurately, monitor spending patterns, maintain organized records, and generate summaries for better budget planning.

## 3. TRIGGERS



Motivation arises from rising household costs, difficulty remembering daily expenses, and confusion caused by scattered records.

## 5. AVAILABLE SOLUTIONS



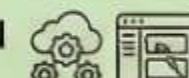
Current methods rely on manual notebooks, spreadsheets, or memory.

## 6. CUSTOMER CONSTRAINTS



Human error, lack of time, and the absence of a centralized platform limit effective management.

## 10. YOUR SOLUTION



**ServiceNow System:** A centralized Family Expense Management System featuring automated recording, a secure database, and role-based access control.

**Core Features:** Real-time expense tracking, reporting and summary generation, and automated calculations simplify management and improve budgeting efficiency.