Ideation Phase
Empathize & Discover

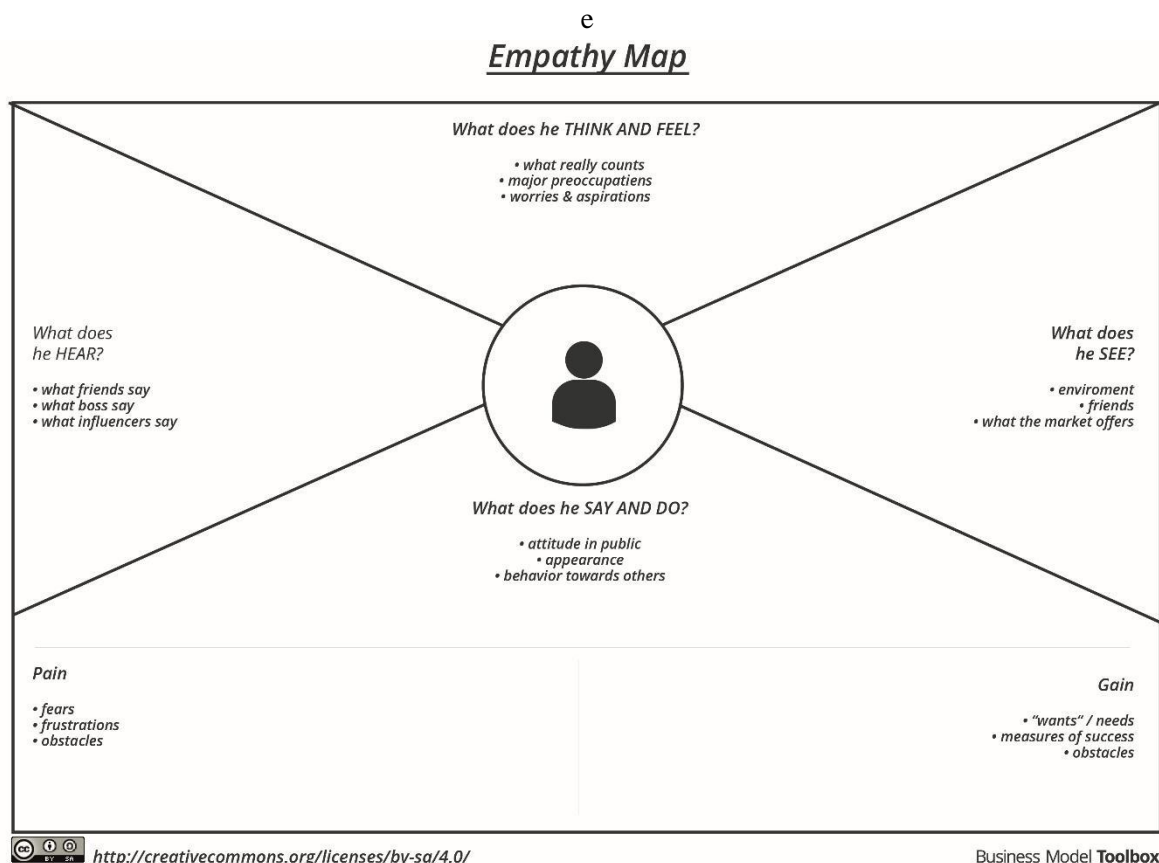| Date	17 February 2026
Team ID	LTVIP2026TMIDS67078
Project Name	Calculating Family Expenses using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

User: Family member responsible for managing household expenses

User Profile: The Household Financial Manager
The primary user is a family member responsible for managing daily expenses, tracking income, and ensuring the family stays within its monthly budget.

Think & Feel: The Internal Mindset
The user wants to manage expenses efficiently and is often worried about overspending; they need better financial visibility and are looking for a simple, reliable solution.

See: The User's Environment
The user sees multiple daily transactions, manual expense records or notebooks, and experiences difficulty calculating totals due to a lack of centralized tracking tools.

Hear: External Influences
The user hears family discussions regarding spending, receives advice about saving money, and hears concerns about rising household costs.

Say & Do: Public Actions
Currently, the user records expenses manually, attempts to calculate monthly spending by hand, and discusses budget planning with the family.

Pain: Challenges to Overcome
Key frustrations include time-consuming manual work, the risk of missing expense records, and the lack of a proper, centralized system.

Gain: The ServiceNow Value Proposition
Success is defined by easy expense tracking, automatic calculations via ServiceNow business rules, clear financial reports, and better overall financial planning.

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Food Ordering & Delivery Application

Empathy Map for Calculating Family Expenses using ServiceNow

User: Family member responsible for managing household expenses

Think & Feel:

- Wants to manage expenses efficiently
- Worried about overspending
- Needs better financial visibility
- Looking for a simple solution

See:

- Multiple daily transactions
- Manual expense records
- Difficulty calculating totals
- Lack of centralized tracking tools

Hear:

- Family discussions about expenses
- Advice about saving money
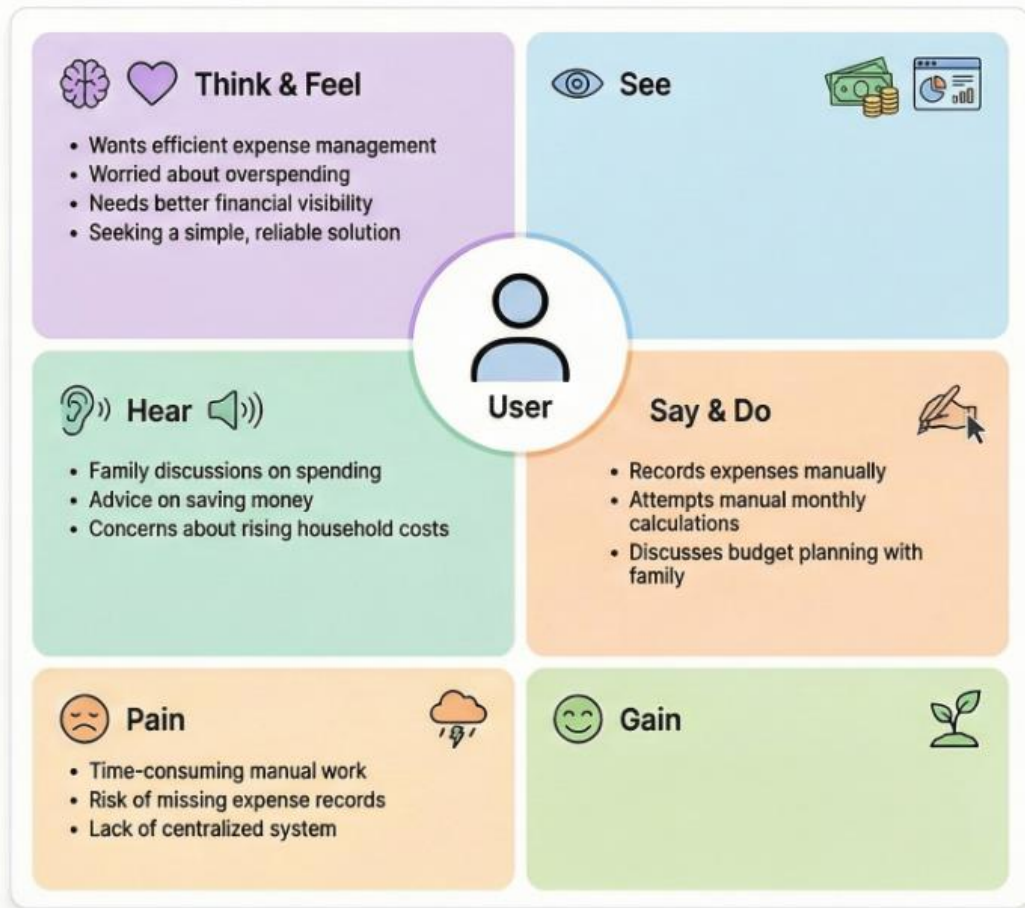- Concerns about rising costs

Say & Do:

- Records expenses manually
- Calculates monthly spending
- Discusses budget with family

Pain:

- Time-consuming manual work
- Missing expense records
- No proper system

Gain:

- Easy expense tracking
- Automatic calculations
- Clear financial reports
- Better financial planning

Think & Feel

- Wants efficient expense management
- Worried about overspending
- Needs better financial visibility
- Seeking a simple, reliable solution

See

Hear

- Family discussions on spending
- Advice on saving money
- Concerns about rising household costs

Say & Do

- Records expenses manually
- Attempts manual monthly calculations
- Discusses budget planning with family

Pain

- Time-consuming manual work
- Risk of missing expense records
- Lack of centralized system

Gain

User

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Think & Feel

- What this dish look like?
- Annoying
- Doesn't want frozen food
- What should I eat today?
- I'm hungry, but I don't have time to go downstairs
- Why don't they provide card payment

Hear

- There are many food selections
- Don't forget to prepare your cash
- It looks like......

See

- Menu without food photos
- Only cash payment option
- Driver doesn't have enough changes
- Only cash payment option

Say & Do

- Go downstair to pick up food and pay the driver in cash
- Spend 30 mins scolling and quit at the end
- Looking for food that matches interest
- I couldn't find food that I want
- I don't have enough cash with me right now

Pain

- Hard to find their food interests
- Uncomfortable paying cash
- Looking for food that matches interest

Gain

- Comfortable
- Accuracy