

Calculating Family Expense

Ideation Phase

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1. Brainstorming – Idea Generation

The ideation phase began with brainstorming sessions where the team collaboratively explored multiple approaches to solving the challenge of managing and calculating family expenses efficiently.

Several key ideas emerged, including automating monthly budget tracking, categorizing expenses, and integrating ServiceNow workflows for recording transactions.

Each idea was evaluated for feasibility, usability, and scalability.

After detailed discussions, the team shortlisted the concept of creating a digital expense management system built.

ServiceNow to help families plan, record, and review their financial data with ease.



2. Define Problem Statement



In today's fast-paced lifestyle, families often struggle to monitor their financial spending and maintain savings effectively. The lack of a centralized platform to record and analyze household expenses leads to poor financial planning and overspending.

Our problem statement defines the need for a solution that simplifies expense tracking and promotes transparency among family members. The system should allow users to input, categorize, and visualize expenses while generating summaries that help them understand their spending behavior and financial health.

3. Empathy Map Canvas



The empathy map was created to better understand user needs, motivations, and frustrations. It helped us design a user-centric approach for the expense tracking solution. The empathy map categories include:

- **What users SAY:** “We want a simple tool to track and analyze our family expenses.”
- **What users THINK:** “It should help us avoid overspending and plan better.”
- **What users FEEL:** Stressed when expenses exceed income, relieved when goals are met.

- **What users DO:** Record daily expenses, review budgets weekly, and adjust plans monthly.

Conclusion

The Ideation Phase set the foundation for building the *Calculating Family Expense* system by identifying key pain points, defining the problem clearly, and developing an empathetic understanding of users. These insights guided the later phases of requirement analysis, design, and implementation.