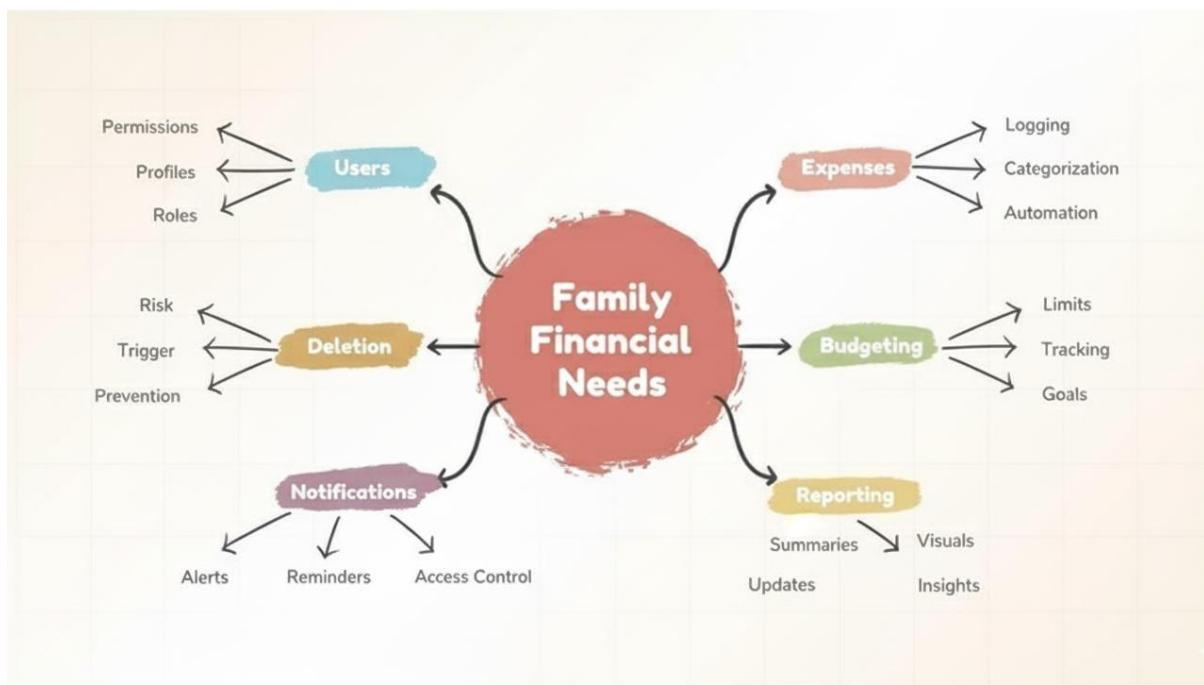


## Ideation Phase Empathize & Discover

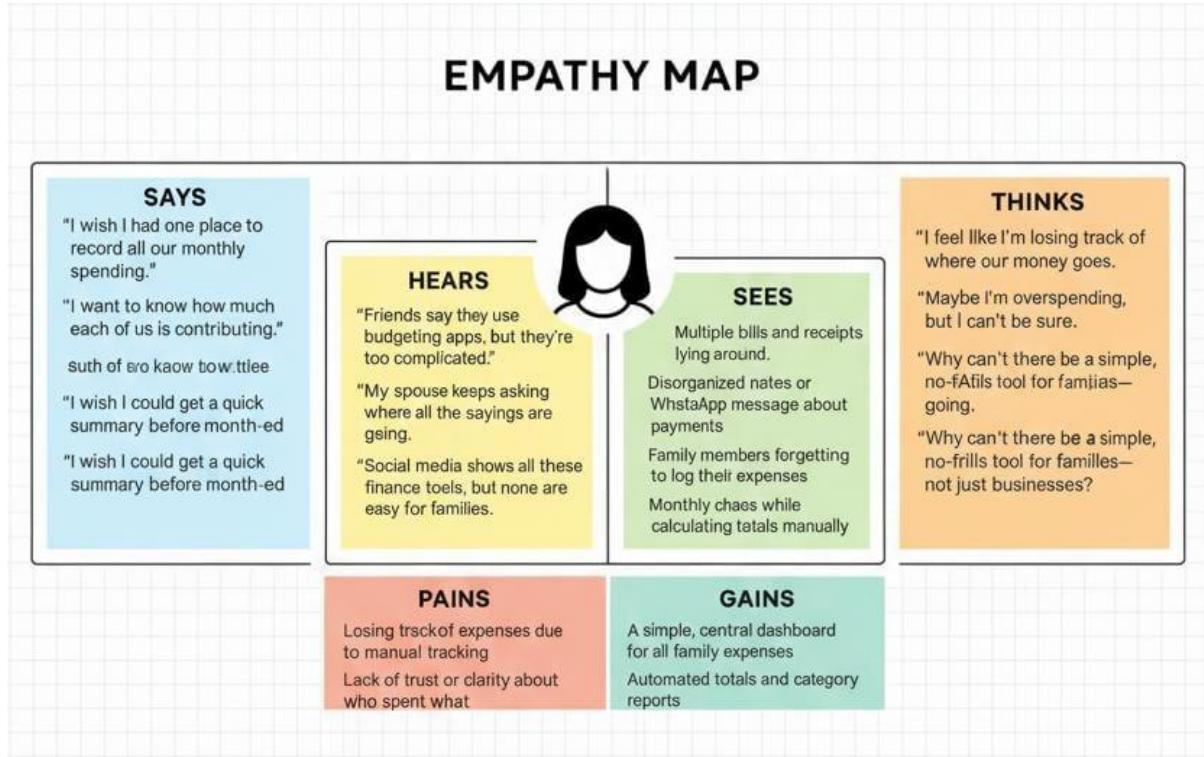
Date	2 Nov 2025
Team ID	NM2025TMID03101
Project Name	Calculating Family Expenses Using Service Now
Maximum Marks	4 Marks

### Empathy Map Canvas:

The Empathy Map for the Family Expense Tracker centers on the paramount need for easy, transparent, and centralized family financial management, moving away from scattered, manual methods. Observations reveal that users, particularly the Lead Payer, feel stress and annoyance due to tedious manual Expense Logging, highlighting a critical need for Automation like bank transaction linking. The system must address the need for clear Role-Based Access Control to maintain accountability and protect family Privacy. Furthermore, users require effortless, visual Reporting and actionable Insights—not just raw data—to effectively track spending against predetermined Budgeting Limits and progress toward financial goals. Proactive, non-intrusive Notifications (for budget breaches or pending payments) are also essential components to ensure the system remains helpful without becoming a "nagging" chore, ultimately ensuring high Data Integrity and a cohesive user experience within ServiceNow.



The Empathy Map clarifies that the project's success hinges on automation and centralization within ServiceNow. We learned that users are primarily stressed by manual data entry and need the system to provide proactive, visual insights (budgets and reports) to transition from a chaotic chore to an efficient financial management tool.



By deeply understanding the user problems through the Empathy Map, our approach shifts from building a simple tracker to creating a comprehensive Financial Management Tool on ServiceNow. The core strategy is to eliminate the manual pain points by heavily emphasizing automation for expense logging and bank data integration. This foundation will then support the delivery of proactive, visual financial insights (like budgeting alerts and spending reports), ensuring the system is a valuable decision-making asset rather than a tedious chore for the family.

