

Ideation Phase

Empathize & Discover

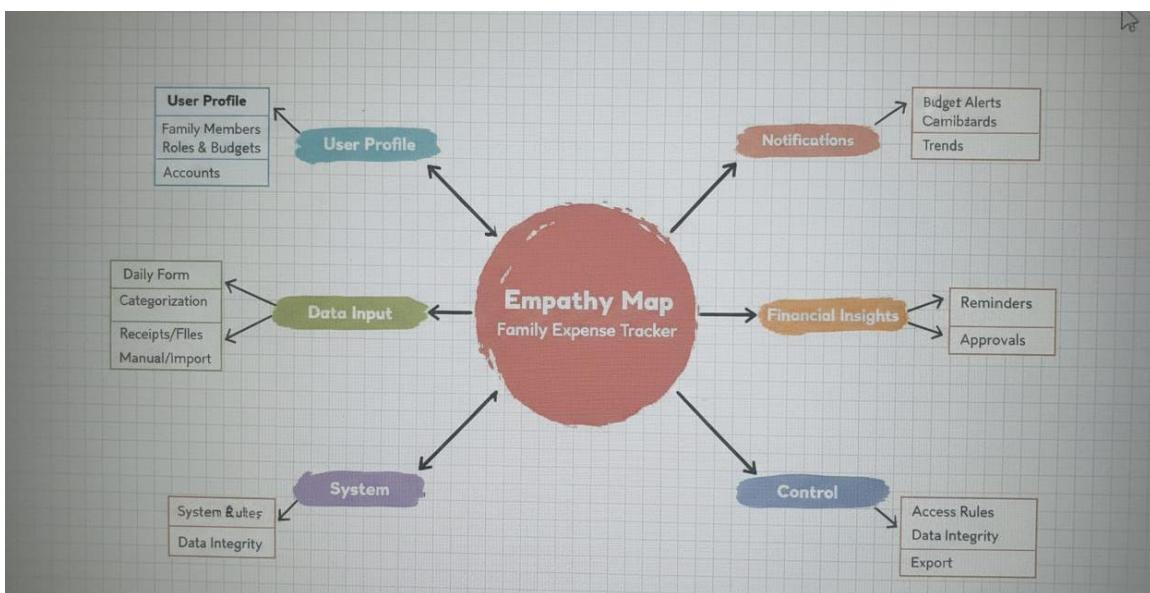
Date	02 November 2025
Team ID	NM2025TMID03181
Project Name	Calculating Family Expenses using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team explored how families currently track and manage their daily expenses. Through observations and discussions, they learned that most people use manual methods such as notebooks or spreadsheets. These approaches are often disorganized, time-consuming, and prone to errors.

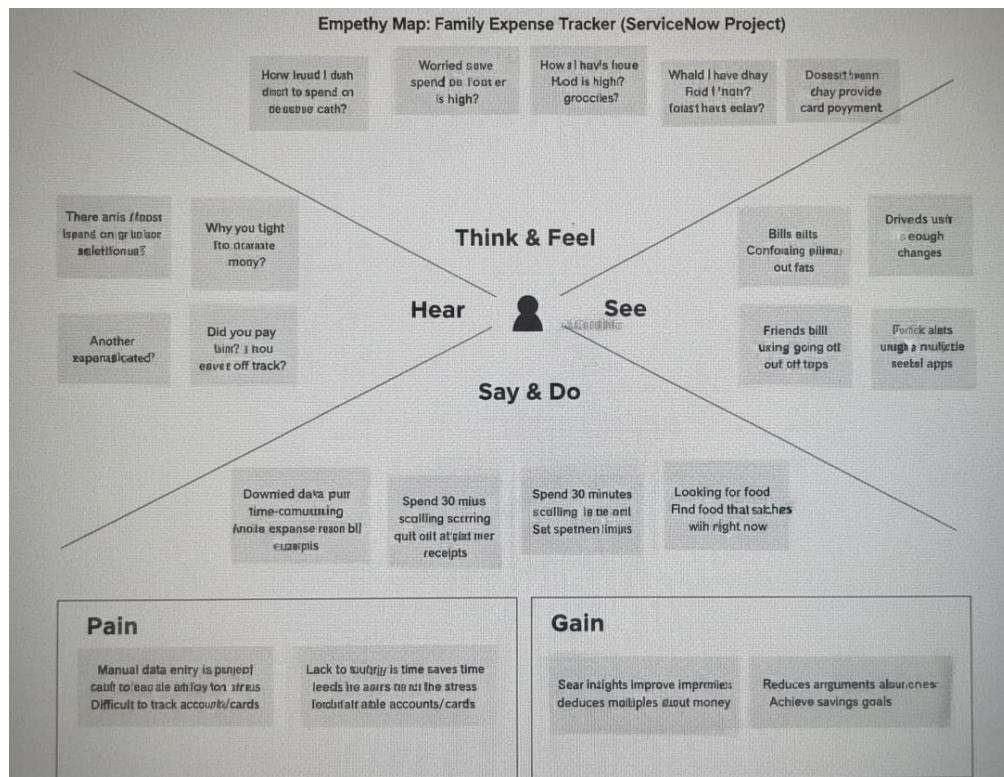
Interviews revealed that users feel stressed when they lose track of their spending or exceed their monthly budgets unexpectedly. They also expressed the need for a centralized, automated platform that records, categorizes, and summarizes their expenses clearly.

By empathizing with users, the team understood the emotional and practical challenges faced in managing household budgets — from missing receipts to forgetting payments. These insights highlighted the need for a ServiceNow-based automated system that ensures transparency, easy tracking, and better control over finances.



Gathering these insights helped the team understand how a lack of automation impacts financial planning and peace of mind. Understanding these pain points allows the team to design a smarter, more user-friendly system that simplifies budgeting, saves time, and reduces financial stress.

Example: Family Expense Tracking Application



By deeply understanding users through empathy mapping, we identified their biggest frustrations with manual expense tracking — including miscalculations, missing data, and lack of visibility into spending patterns.

These insights revealed pain points such as:

- Difficulty maintaining consistent records
- No real-time overview of total or category-wise spending
- No reminders or alerts for over-budget spending

As a result, we designed a ServiceNow application that automates expense entries, calculates totals instantly, and provides visual reports through dashboards. This solution improves accuracy, enhances financial awareness, and gives users peace of mind by simplifying their entire budgeting process.