

Ideation Phase

Empathize & Discover

Date	29 JUNE 2025
Team ID	LTVIP2025TMID28895
Project Name	Calculating family expenses using service now
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's spending habits, needs, and challenges in managing family expenses.

It is a useful tool that helps teams better understand how families track, plan, and feel about their financial activities. Creating an effective expense-tracking solution in ServiceNow requires understanding the real problems faced by users, such as missed entries, lack of summaries, or difficulty in budgeting.

The exercise of creating the empathy map helps participants consider things from the user's perspective, including their goals like saving money, maintaining records, and their challenges like forgetting to log expenses or confusion in categories. This approach ensures that the solution is user-friendly, practical, and meets real-life budgeting needs.

Example:

Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 What do they need to DO?
What do they need to do differently?
What, if any, do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second hand?

Last updated on 16 July 2017. Download a copy of this canvas at <http://personamining.com/empathy-map/>

© 2017 Dave Gray, spleen.com

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

Example: Food Ordering & Delivery Application

