## Ideation Phase Empathize & Discover

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

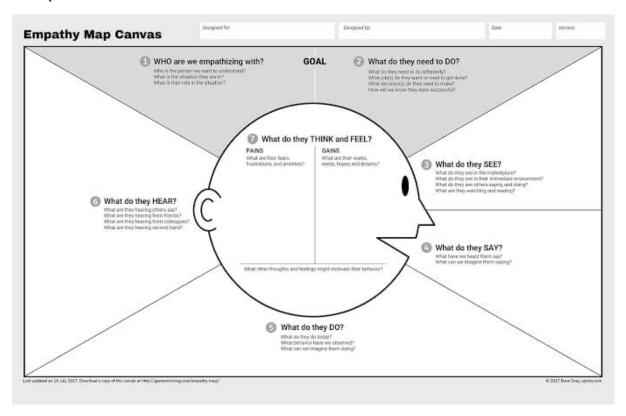
## **Empathy Map Canvas:**

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:**



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

## **Example: Food Ordering & Delivery Application**

