PROJECTID:5AC1F25B7D1A90B932B4E6C2E52072CD

PROJECTNAME:CalculatingFamilyExpensesUsingServiceNow

Ideation PhaseEmpathize&Dis cover

Empathy MapCanvas:

Says
What have we heard them say?
What can we imagine them saying?

I wish I could track all our expenses in one place

Manual calculations take too much time

We need a better way to plan and save for family goals

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I want a simple and automated system to manage expenses

If everything is stored digitally, I can access it anytime

Security is important since it's financial information

RIYA PEARL
A working woman who manages family expenses

Tries out new digital tools to simplify family budgeting

Shares updates about expenses with family members

Manually enters expenses into notebooks or spreadsheets

Feels anxious about missing payment deadlines

Feels satisfied when she sees organized monthly reports

Feels motivated to save more and reduce unnecessary spending

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example