Ideation Phase
Empathize & Discover

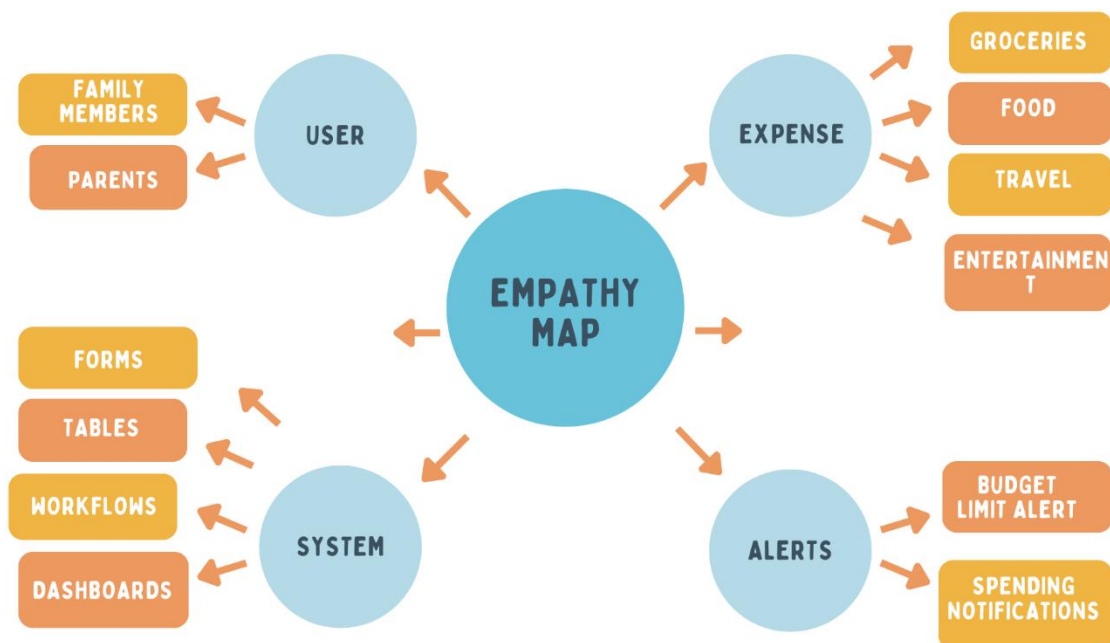|	
Date	01 November 2025
Team ID	NM2025TMID02948
Project Name	Calculating Family Expenses using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team studies how families currently manage and track their expenses. They observe that families often face difficulties in manually recording spending, organizing receipts, and monitoring their monthly budget.
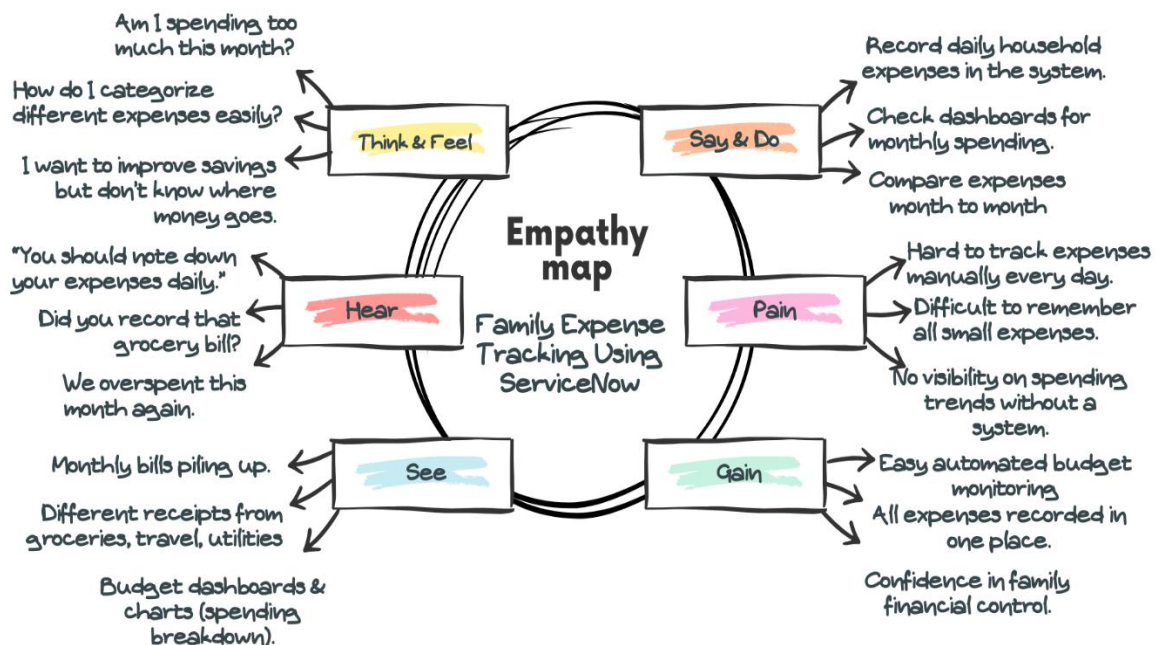
Users express a need for a simple, automated, and organized way to record daily expenses and categorize them. They also want visibility into spending patterns to avoid overspending and improve savings. These findings highlight the need for budget alerts, expense dashboards, and automated monthly calculation features.

Understanding these challenges helps shape a user-friendly system that automatically calculates totals, categorizes expenses, and displays financial reports. This insight ensures that the solution supports real-life family budgeting needs and encourages smart financial decisions.

Example:

Example: Family Expense Tracking Using ServiceNow

Empathy map
Family Expense Tracking Using ServiceNow

Think & Feel
- Am I spending too much this month?
- How do I categorize different expenses easily?
- I want to improve savings but don't know where money goes.

Say & Do
- Record daily household expenses in the system.
- Check dashboards for monthly spending.
- Compare expenses month to month

Hear
- "You should note down your expenses daily."
- Did you record that grocery bill?
- We overspent this month again.

Pain
- Hard to track expenses manually every day.
- Difficult to remember all small expenses.
- No visibility on spending trends without a system.

See
- Monthly bills piling up.
- Different receipts from groceries, travel, utilities
- Budget dashboards & charts (spending breakdown).

Gain
- Easy automated budget monitoring
- All expenses recorded in one place.
- Confidence in family financial control.

By deeply understanding users through empathy mapping, we identified the daily financial struggles families face while trying to manage and track expenses manually. These insights revealed pain points such as difficulty remembering expenses, lack of clear budgeting tools, limited visibility into spending patterns, and challenges in organizing expenses across multiple categories. As a result, we designed an intelligent and user-friendly expense-tracking system in ServiceNow that automates data entry, categorization, monthly calculations, and budget monitoring. This ensures families gain real-time visibility into their spending, receive alerts when nearing budget limits, and access easy-to-read dashboards for financial insights. Ultimately, this solution improves financial discipline, enhances transparency, prevents overspending, and helps users make smarter budgeting decisions with confidence.