

## Ideation Phase

### Empathize & Discover

Date	2 November 2025
Team ID	NM2025TMID00386
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	4 Marks

#### Empathy Map Canvas:

An **empathy map** is a simple visual tool used to understand the user's behaviors, attitudes, and needs. It helps teams gain deeper insights into users' perspectives, goals, and pain points. For the project "**Calculating Family Expenses using ServiceNow**" the empathy map helps identify the daily challenges families face while tracking expenses manually.

By mapping what users *say, think, do, and feel*, the team can better understand their frustrations with existing methods and design a more efficient, user-friendly solution. Creating an empathy map ensures the system addresses real user needs—accuracy in expense calculation, ease of use, and meaningful financial insights—leading to a more effective and practical ServiceNow application.

#### Example: Calculating Family Expenses using Service Now

