

## Ideation Phase

### Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID20412
Project Name	Calculating Family Expenses using Service Now
Mentor Name	Dr Shaik Salma Begum
Maximum Marks	4 Marks

#### Empathy Map Canvas:

The Empathy Map Canvas is a simple and effective tool that helped our team understand the users of the *Calculating Family Expenses Using ServiceNow* system. It allowed us to visualize user behaviors, attitudes, needs, and challenges. By creating this map, we ensured that our solution was aligned with the actual experiences and goals of families managing their household finances.

#### Purpose

Creating an empathy map enabled the team to:

- Step into the users' shoes and view the expense management challenges from their perspective.
- Identify the goals, pain points, and motivations of different family members involved in managing expenses.
- Design features that address real needs rather than assumptions.

#### User Perspective Captured

##### Aspect Details Captured

**Says** "I want a simple way to record all my daily expenses."  
"I need to know when we overspend."

**Thinks** "Are we staying within budget?"  
"I hope I didn't miss logging any expenses."

**Does** Logs expenses manually or not at all.  
Checks bills and receipts occasionally.

**Feels** Anxious about overspending.  
Frustrated with disorganized tracking methods.

#### Outcome

The Empathy Map Canvas exercise helped the team:

- Prioritize features like budget alerts, related lists, and categorized reports.
- Simplify forms to reduce user effort during data entry.
- Incorporate automation for better tracking and notifications.



## Empathy map canvas

The Empathy Map Canvas played a valuable role in guiding the design and development of the *Calculating Family Expenses Using ServiceNow* solution. It helped the team:

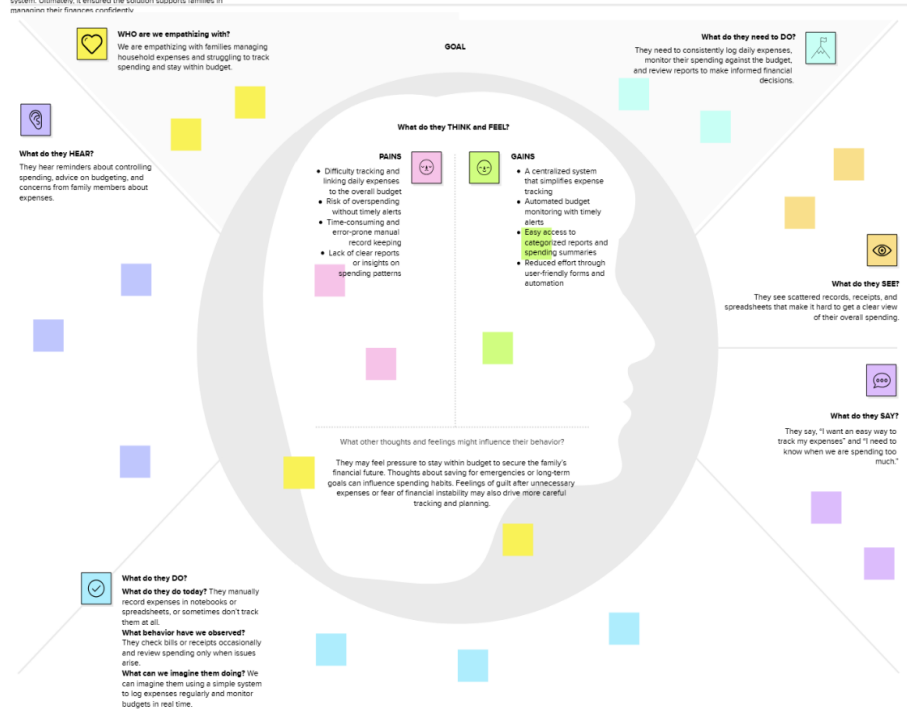
- **Understand real user needs and behaviors** by visualizing how family members think, feel, say, and act when managing household expenses.
- **Identify pain points and motivations** that influenced the choice of features, such as budget alerts, related lists, and automated tracking.



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### Develop shared understanding and empathy

Developing shared understanding and empathy was vital to the *Calculating Family Expenses Using ServiceNow* project. It enabled the team to step into the users' shoes and view expense management challenges from their perspective. By aligning on user goals, pain points, and behaviors, the team ensured the solution addressed real needs rather than assumptions. This approach guided the design of features like budget alerts, simplified forms, and related lists. It also promoted collaboration across roles, with everyone working toward a common vision. The shared understanding helped create a user-friendly, practical system. Ultimately, it ensured the solution supports families in managing their finances confidently.



#### Need some inspiration?

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