

Ideation Phase - Empathy Map

Date	10 February 2026
Team ID:	LTVIP2026TMIDS71986
Project Name:	Calculating Family Expenses Using ServiceNow
Maximum Marks	4 Marks

Says

I spend money daily but I don't know where it goes. I need a simple way to record expenses.

Thinks

My expenses are increasing every month. I should control my spending and save money.

Does

Writes expenses in notebook or remembers mentally. Calculates totals at end of month.

Feels

Worried about overspending and financial management.

Pains

Manual tracking is difficult, totals incorrect, no proper reports.

Gains

Automatic calculation, clear reports, better financial planning.