Empathy Map Canvas

Date:	November 02, 2025
Team ID:	NM2025TMID05019
Project Name:	Calculating Family Expenses using ServiceNow
Maximum Marks:	4 Marks

User Profile
Name: Priya Sharma (Persona)
Role: Homemaker managing monthly household expenses
Demographics: 35 years old, mother of two, moderately tech-savvy, responsible for day-to-day budgeting.
Goals: Maintain accurate family expense records, avoid overspending, and have clear visibility of monthly spending patterns.
Frustrations: Manual tracking errors, scattered records across notebooks or spreadsheets, no quick way to analyze total expenses.

What Does the User Say
• "I have to calculate everything at the end of the month—it's so tiring."
• "Sometimes I forget small expenses, and that messes up the total."
• "It would be great if I could just see the total automatically every day."
• "I want my family members to update their expenses easily without confusion."
• "Why can't this be like an app that sums everything up for me?"

What Does the User Think
• "Manual calculations take too much time."
• "A single mistake in entry can throw off my whole budget."
• "If everyone logs their expenses daily, we could manage money better."
• "Automation would save time and give accurate totals."
• "I wish there was a system that updates totals automatically."

What Does the User Do
• Writes down daily expenses manually in a diary or spreadsheet.
• Collects bills and receipts at the end of each day.
• Calculates totals manually at the end of each week or month.
• Reminds family members to share their expenses.
• Occasionally uses calculator apps or Excel formulas for totals.

What Does the User Feel
• Overwhelmed during end-of-month calculations.
• Frustrated when totals don't match receipts.
• Relieved when records are complete and accurate.
• Motivated when expenses are clearly summarized.
• Stressed about tracking multiple family members' spending.

Pains

Key Challenges, Obstacles, and Risks
Manual recording leads to missing or duplicate entries.
No centralized system to track expenses by family member or date.
High chance of calculation mistakes.
Lack of real-time insights into spending trends.
Time-consuming and repetitive tracking process.

Gains

Potential Benefits, Outcomes, and Delights
Automation saves time by summing expenses daily.
Centralized dashboard gives instant visibility of total and individual spending.
Eliminates manual errors with accurate calculations.
Encourages responsible budgeting and transparency.
Easy access to historical expense records for analysis.

Insights & Opportunities

From this empathy map, it is clear that users desire an automated and reliable platform for expense management that minimizes manual work and provides transparency. ServiceNow can be customized to fulfill this by leveraging custom tables, relationships, and business rules to calculate expenses dynamically.

Key Takeaways:

• **Automation:** Replace manual logs with automated ServiceNow workflows.
• **Transparency:** Allow all family members to log expenses under one platform.
• **Efficiency:** Business rules ensure totals are updated instantly upon entry.
• **Insights:** Reporting dashboards highlight spending trends for better decisions.
• **Engagement:** Simple forms encourage consistent use by all family members.