

Ideation Phase

Empathize & Discover

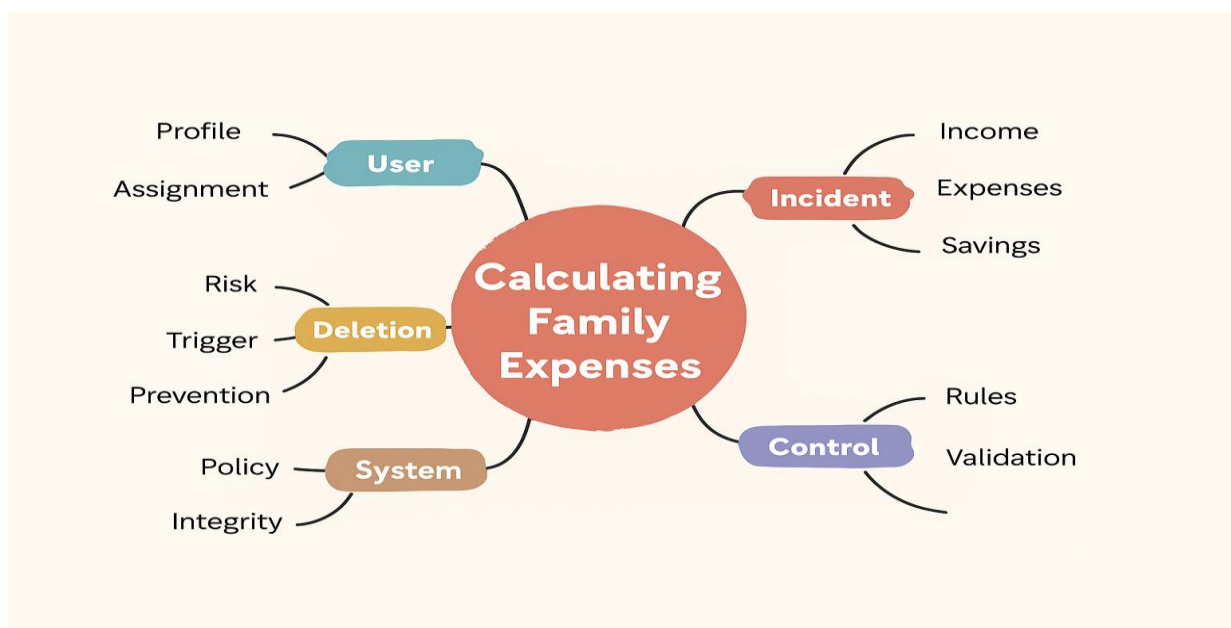
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|---------------|---|
| Date | 02/11/2025 |
| TeamID | NM2025TMID05455 |
| Project Name | Calculating Family Expenses using Service Now |
| Maximum Marks | 4 Marks |

Empathy Map Canvas Description

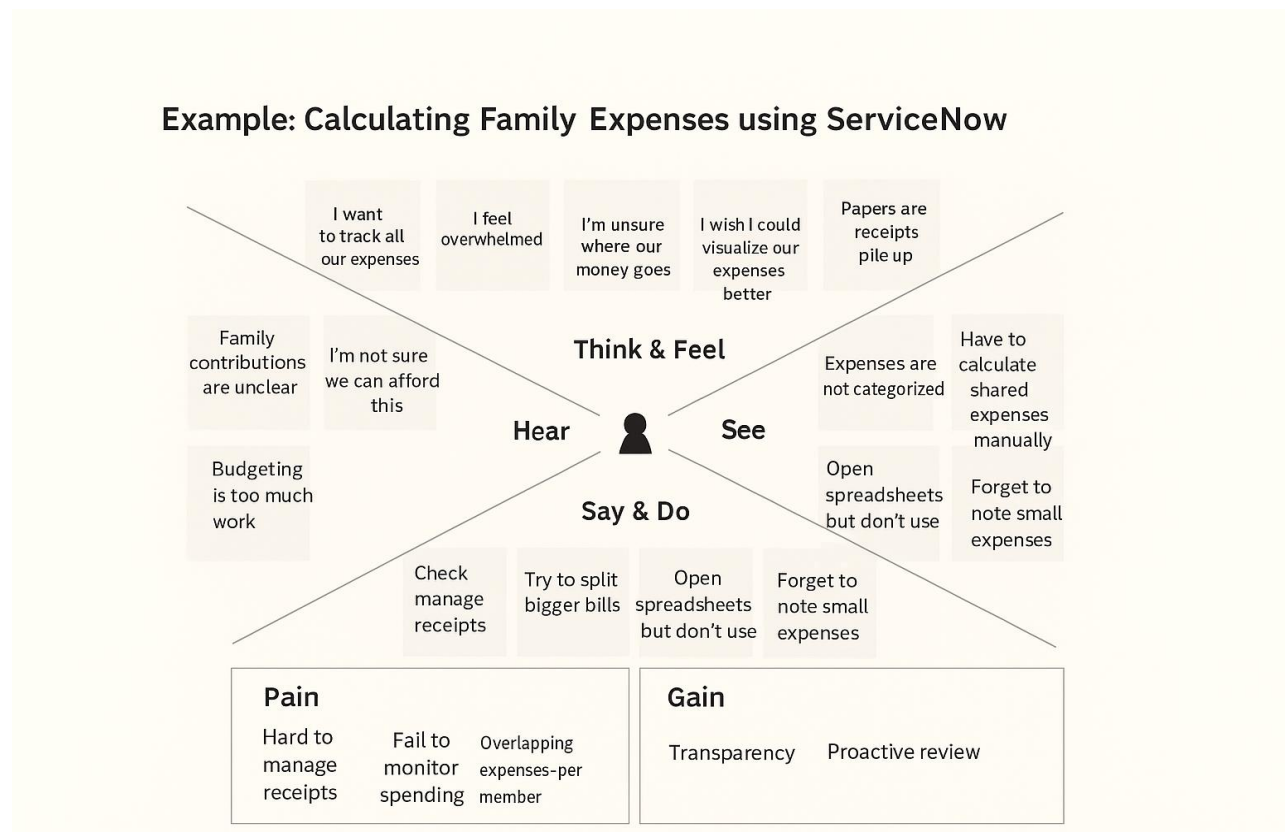
In the *Empathize & Discover* phase, the team observes how family members track and manage their daily expenses. They learn that many users struggle to maintain accurate records of their spending, categorize expenses, and stay within budget. By interviewing users, the team identifies that manual tracking often leads to confusion, miscalculations, and poor financial planning.

Gathering these insights helps the team understand the real challenges users face in managing household budgets. Understanding these daily struggles makes it clear that a user-friendly, automated, and analytical expense management system is needed. These discoveries will guide the creation of a system that simplifies tracking, categorization, and reporting of expenses.

Example:



The empathy map helped us understand user challenges in tracking and managing family expenses. It shows their pain, actions, and needs for better organization, budgeting, and financial insights. This guided us to design an efficient system that simplifies expense calculation, provides real-time tracking, and supports better financial planning for families.



By deeply understanding the users through empathy mapping, we identified the key challenges and frustrations faced while tracking and managing family expenses. These insights revealed pain points such as lack of automated expense tracking, unclear categorization of spending, and absence of real-time budget insights. As a result, we designed a smarter and more efficient system in ServiceNow that integrates automated calculations, categorized expense tracking, and real-time analytics dashboards. This ensures accurate financial monitoring, promotes better budgeting habits, and enhances user confidence in managing family finances effectively.