Ideation Phase

Empathize & Discover

Date	08 November 2025
Team ID	NM2025TMID01558
Project Name	Calculating Family Expenses Using ServiceNow.
Maximum Marks	4 Marks

Empathy Map

Thinks & Feels

Worried about family expense management

Hears

Sggestions from family members, financial advice from friends

Sees

Manual paper records, confused expressions when calculating expenses

Says & Does

Rechecks expense entries, tracks spending daily

Pains

Errors in manual calculations, wasted time on repetitive tracking

Gains

Automated expense tracking tools, transparent financial overview

Who are we empathizing with?

- Family members who contribute and track expenses
- Person responsible for maintaining household budget
- Someone who wants quick and accurate daily spending totals

1. **What the User Thinks & Feels**

- "Are we spending more than we planned?"

- "I am not sure if the totals are correct."

- Worried about missing or forgotten expense entries

- Wants a simple system that calculates totals automatically

- Wants transparency so everyone knows how money is spent

2. **What the User Hears**

- "I don't remember how much I spent yesterday."

- "Did we include every expense?"

- Suggestions from family to maintain a clear budget

- Advice to use a system instead of manual calculations

3. **What the User Sees**

- Expenses written on paper, messages, or remembered verbally

- Totals often calculated manually

- Confusion when different members report expenses

- Difficulty reviewing past spending

4. **What the User Says & Does**

- "We need a simpler way to track expenses."

- Re-checks totals multiple times

- Keeps notes or uses calculators

- May forget to record expenses on time

- Tries to review spending at the end of the month

5. **Pains (Problems)**

- Manual calculation causes errors

- Missing expense entries

- No quick way to see total spending for a date

- Time wasted adding and verifying totals

- Lack of transparency among family members

6. Gains (Benefits after Solution)

- All expenses stored in one place (ServiceNow tables)
- Automatic daily total calculation
- No manual mistakes
- Quick access to spending records
- Helps in budgeting and planning
- Transparent and organized tracking