

Ideation Phase

Empathize & Discover

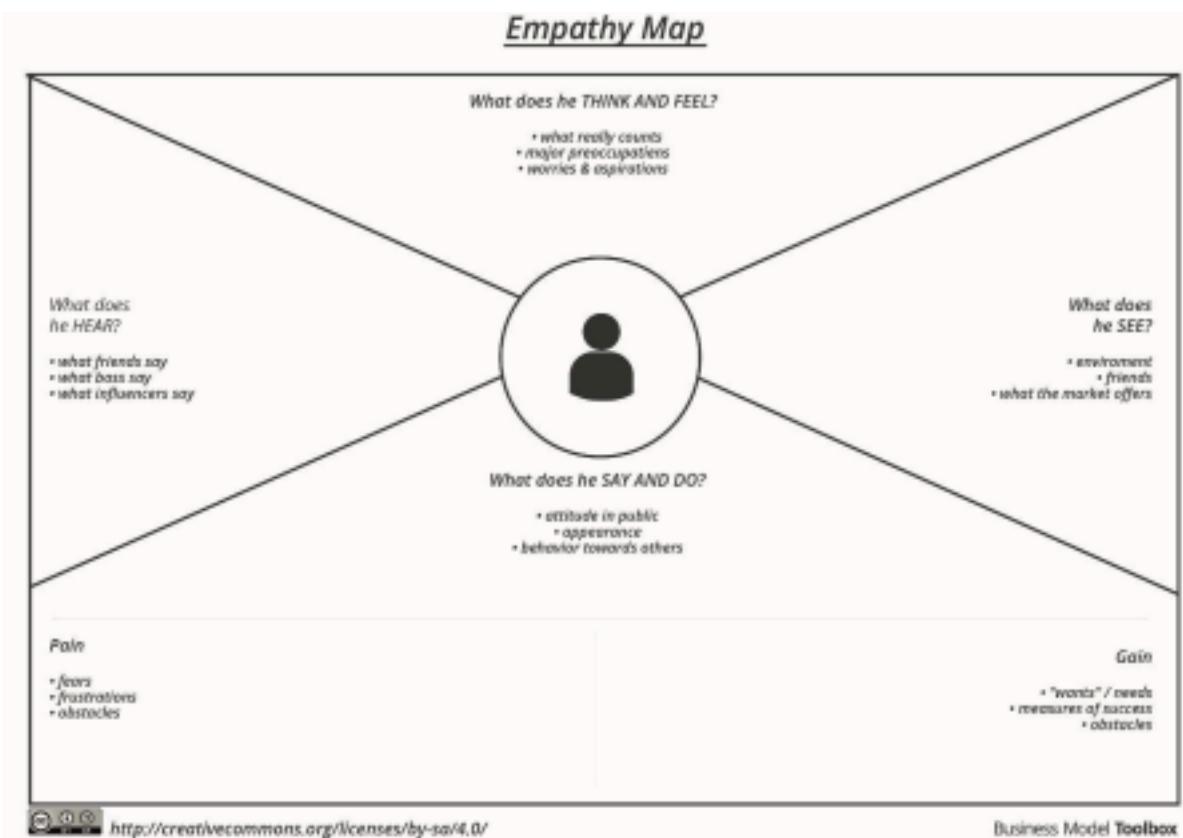
Date	8 February 2026
Team ID	LTVIP2026TMIDS57513
Project Name	calculating family expenses using service now
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Example: calculating family expenses

Develop shared understanding and empathy

The Empathy Map Canvas is used to understand the customer's thoughts, feelings, actions, and challenges related to managing family expenses. It helps in designing a ServiceNow solution that addresses both functional needs and emotional concerns of the user.

