

Ideation Phase Empathize & Discover

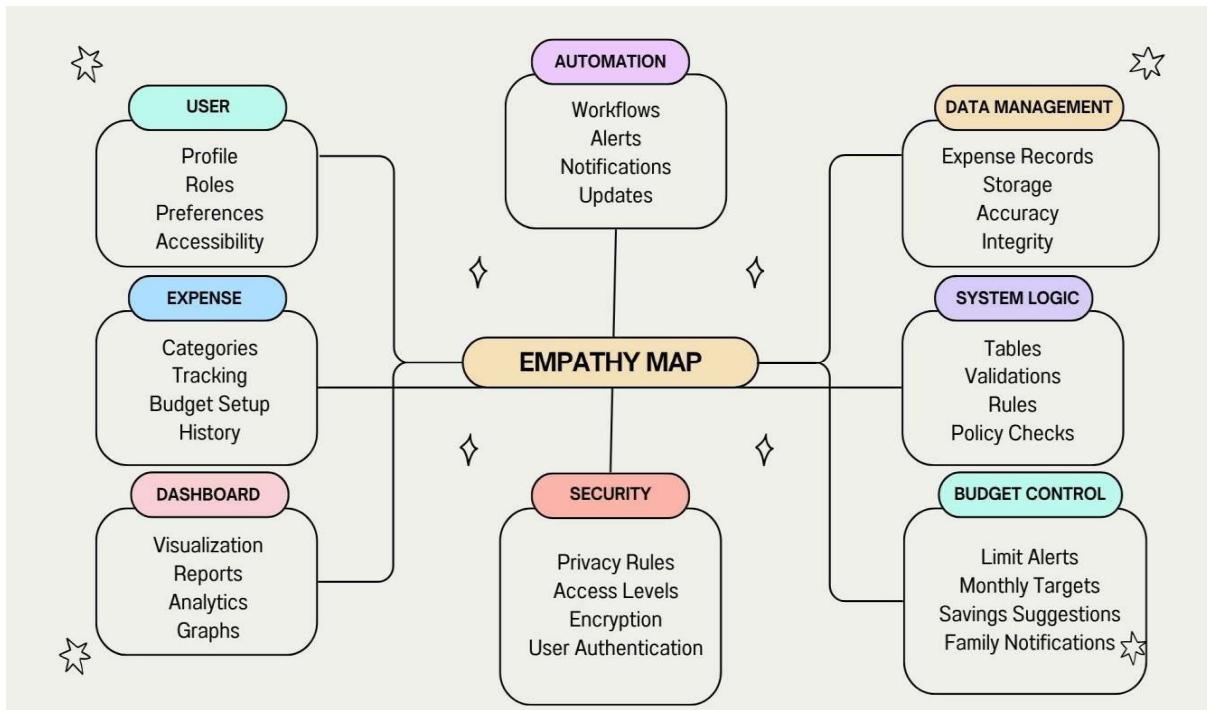
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| Date | 2 November 2025 |
| Team ID | NM2025TMID08441 |
| Project Name | Calculating Family Expenses using ServiceNow |
| Maximum Marks | 4 Marks |

Empathy Map Canvas

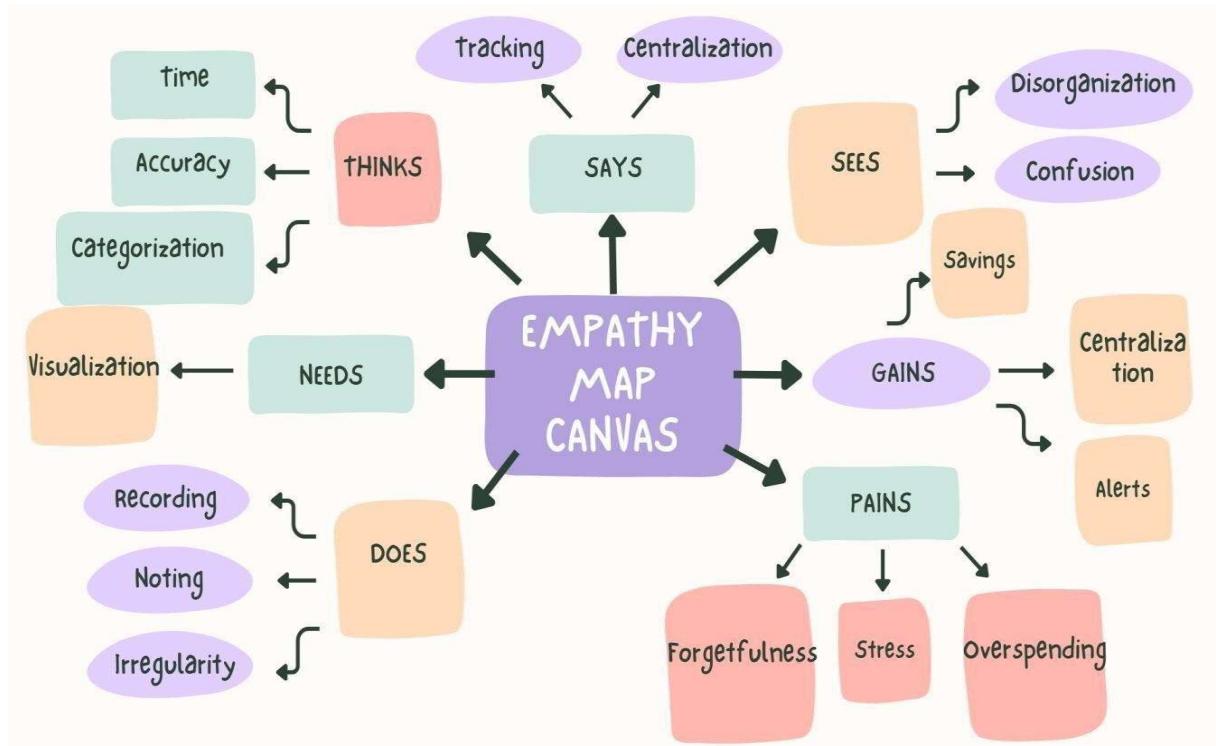
In this phase, the team observed how families manage and track their daily expenses. We discovered that most users rely on manual methods like notebooks or spreadsheets, which often result in confusion, missed records, and poor budgeting.

By interviewing a few families, we identified that users want a simple, automated, and trustworthy platform to record and analyze their spending habits. Many expressed difficulty understanding where their money goes and how to plan savings effectively.

Through this empathy-driven exploration, our team gained valuable insights into the emotional, functional, and practical challenges faced by users in financial management. These observations guided our decision to design a smart, automated expense tracking system in ServiceNow.



Example:



By deeply understanding the daily financial struggles of users, the team identified core pain points such as:

- Lack of real-time expense tracking
- No automatic budget alerts
- Difficulty categorizing expenses

These insights shaped our ServiceNow-based solution, which includes:

- Expense Categorization Tables
- Automated Workflows & Budget Alerts
- Interactive Dashboards & Reports

This ensures that families can manage expenses effortlessly, gain financial awareness, and make informed spending decisions.