Ideation Phase

Empathize & Discover

Date	02 November 2025
Team ID	NM2025TMID08531
Project Name	Calculating Family Expenses Using Servic now
Maximum Marks	4 marks

Empathy Map Canvas:

In the **Empathize & Discover** phase, our team explored how families currently manage their daily and monthly expenses. Through discussions and mock interviews, we found that many people rely on manual methods such as notebooks or spreadsheets to track spending, which often leads to missing data, miscalculations, and lack of visibility into total expenses.
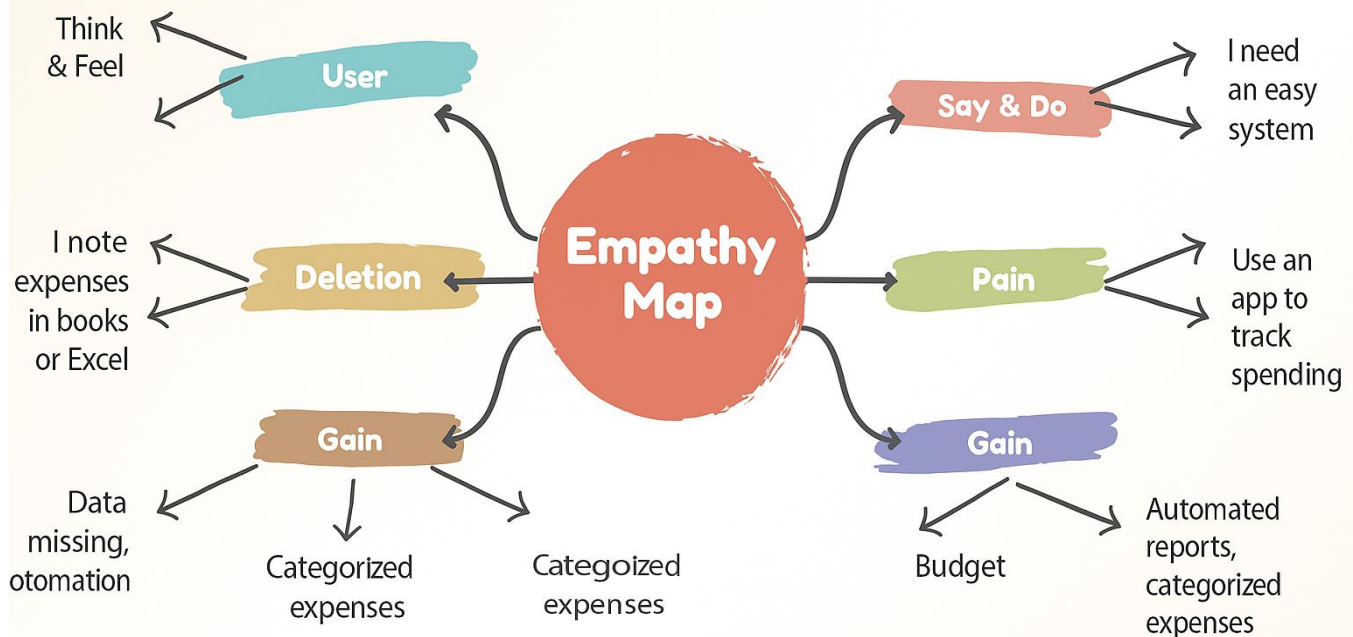
Users expressed that without automated summaries, it's difficult to plan budgets, identify overspending areas, or analyze where money goes each month. We also learned that users want a **simple and accessible digital solution** that updates totals automatically and provides categorized expense reports without requiring advanced technical skills.

By gathering these insights, we understood that users need an **easy-to-use expense tracking system** integrated within the ServiceNow platform — one that can automatically calculate totals, summarize data, and generate visual insights. These findings guided us to design a practical, automated, and user-friendly expense management system.

Example : Empathy Map Canvas

A visual empathy map diagram showing:

- **"Think & Feel"** → "It's hard to track spending manually," "I need an easy system."
- **"Say & Do"** → "I note expenses in books or Excel," "I forget to total them."
- **"Hear"** → "Use an app to track spending automatically."
- **"Pain"** → "Data missing, no automation."
- **"Gain"** → "Automated reports, categorized expenses."

Example : Family Expense Insights Visualization:

A flat-style digital illustration showing:

- A **ServiceNow dashboard** displaying total monthly expenses, category charts, and daily expense records.
- Family members looking at charts on a laptop/tablet labeled "Family Expenses Dashboard."
- Colors: soft blue and green for finance theme, modern icons for "automation," "budget," and "tracking."