

Ideation Phase

Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID03685
Project Name	Calculate Family Expenses using Servicenow
Maximum Marks	4 Marks

Empathy Map Canvas:

During the Empathize and Discover phase, the project team carefully examined how administrators and managers manage user deletion activities within the ServiceNow platform. This observation revealed that many users face difficulties and frustration when trying to delete accounts linked with active incident records.

Through stakeholder interviews and discussions, the team identified that this problem results in confusion, operational delays, and extra workload, as users must manually locate and resolve associated incidents before proceeding with deletion.

These insights helped the team understand how this issue affects workflow efficiency and data integrity. It also highlighted the importance of incorporating better system guidance, proactive alerts, and automated validation checks to avoid accidental deletions.

By gaining a deeper understanding of users' challenges and frustrations, the team was able to design a solution that is practical, reliable, and user-friendly — ensuring improved accuracy, accountability, and ease of use within the ServiceNow environment.

Example:

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?

What is the situation they are in?

What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?

What job(s) do they want or need to get done?

What decision(s) do they need to make?

How will we know they were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes and dreams?

3 What do they SEE?

What do they see in the marketplace?

What do they see in their immediate environment?

What do they see others saying and doing?

What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing from colleagues?

What are they hearing second hand?

4 What do they SAY?

What have we heard them say?

What can we imagine them saying?

5 What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

What other thoughts and feelings might motivate their behavior?

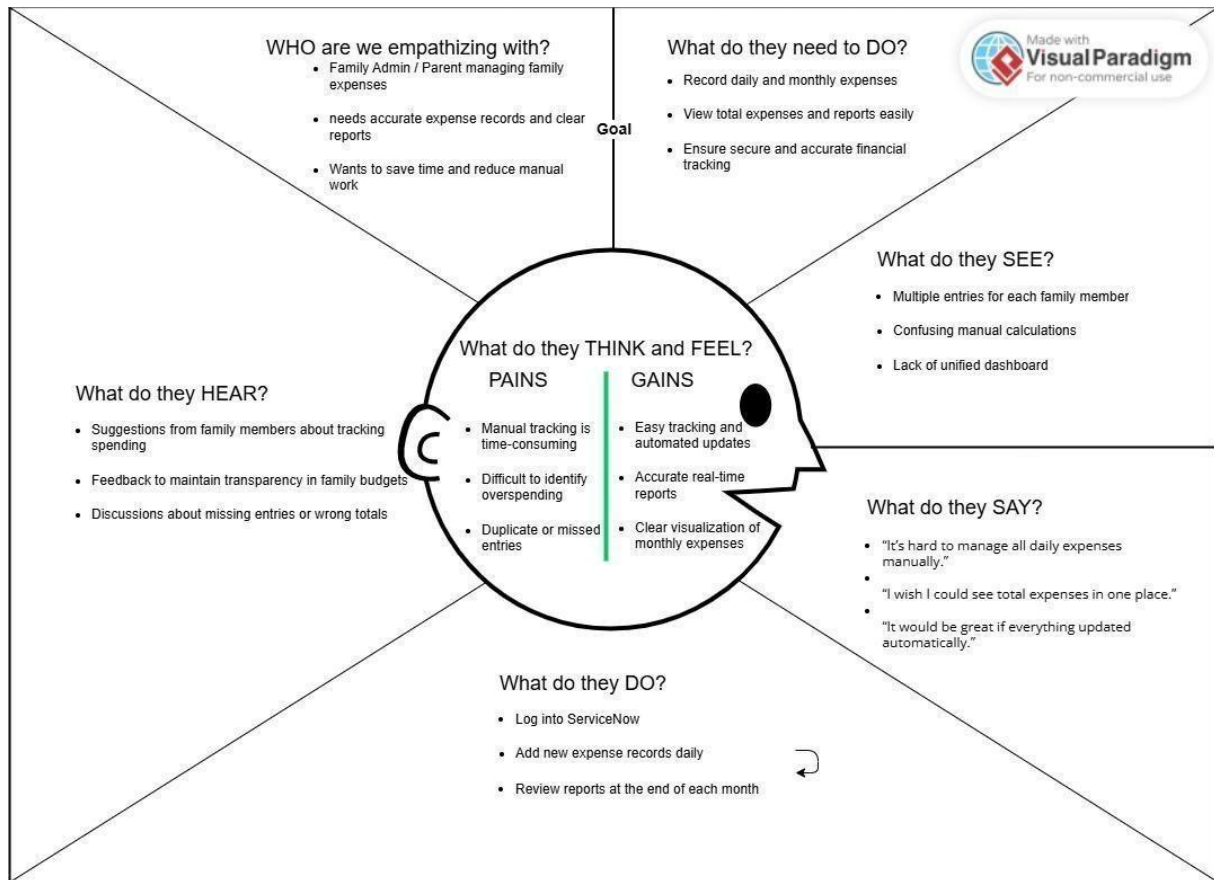
Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

© 2017 Dave Gray, xplane.com

Reference: <https://online.visual-paradigm.com/drive/#diagramlist:proj=0&diagram=list>

The empathy map provided valuable insights into the difficulties users experience when deleting assigned accounts. It captured their pain points, actions, and needs for greater control and alert mechanisms. These findings guided the design of a safer, more intuitive system that minimizes accidental deletions.

Example: Calculating family expenses



By developing empathy and analyzing user behavior, we identified the key challenges families face when managing and tracking daily expenses.

Major pain points included the need for manual entry, lack of real-time monitoring, and absence of automated summaries or reminders.

Based on these insights, we designed a smart, ServiceNow-based solution featuring automated expense calculations, categorized tracking, and real-time reports. This ensures all family expenses are accurately recorded and easily accessible, leading to better financial transparency, greater efficiency, and enhanced satisfaction in managing household budgets.