

IDEATION PHASE

EMPATHIZE & DISCOVER

Date:	2 NOVEMBER 2025
Team ID:	NM2025TMID00668
Project Name:	Calculating Family Expenses using ServiceNow
Maximum Marks:	4 Marks

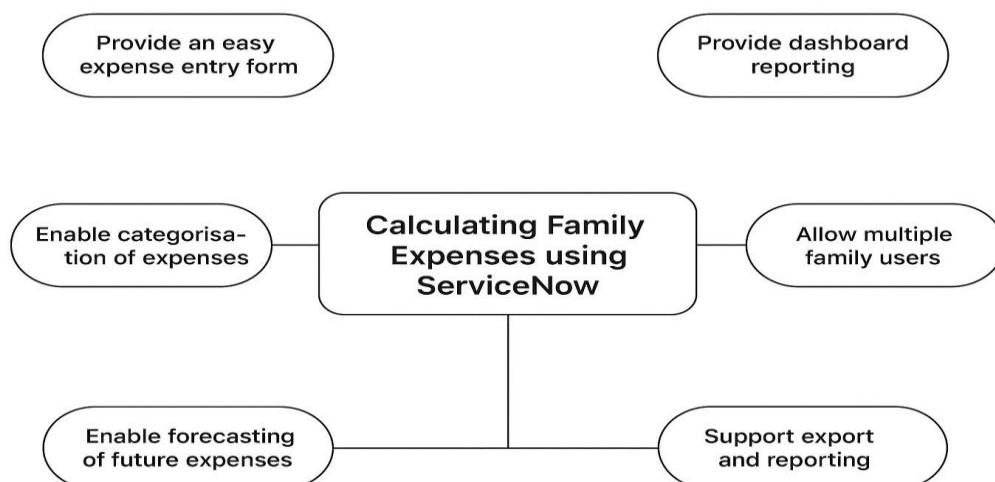
Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how family members currently track and manage their daily expenses. Through interviews and surveys, the team learned that most users rely on manual entries in notebooks or spreadsheets, which are often inaccurate, time-consuming, and prone to data loss.

Family members expressed frustration about not knowing where their money goes each month and the difficulty of comparing actual spending against planned budgets. Parents, in particular, found it challenging to monitor total expenses and ensure savings goals are met.

By analyzing these pain points, the team identified a strong need for a centralized, automated expense management system within ServiceNow that simplifies expense tracking, provides visual dashboards, and sends alerts when budgets are exceeded.

Understanding the users' financial habits and frustrations helped shape a solution that is practical, user-friendly, and supportive of financial awareness.



Empathy Map for “Calculating Family Expenses using ServiceNow”

Who are we empathizing with?

Family members (parents, children, or guardians) who need to record and analyze daily and monthly expenses.

Says

“I can’t keep track of where all the money is going.”

“It’s difficult to maintain a monthly budget manually.”

“I wish I could see how much I spent on each category this month.”

“We forget to note down small expenses, and totals never match.”

Thinks

“If I had an app or tool that could automatically calculate expenses, it would save time.”

“I want to set budgets and get alerts before I overspend.”

“Tracking expenses would help me plan savings better.”

“Everyone in the family should be able to enter their spending easily.”

Does

Writes expenses in notebooks or mobile notes.

Uses spreadsheets manually to total up monthly spending.

Checks bank messages or receipts to verify transactions.

Compares bills and tries to guess how much is left in the budget.

Feels

Overwhelmed by the number of transactions to track.

Stressed about not saving enough.

Frustrated when totals don’t match or data gets lost.

Relieved when spending is organized clearly.

Goals

Maintain an accurate and up-to-date record of all family expenses.

Stay within the planned monthly budget.

Save time by automating calculations and report generation.

Gain better visibility through charts and dashboards.

Pains

Manual tracking errors and missing entries.

Lack of visual insights into spending patterns.

No alerts for overspending or nearing budget limits.

Difficulty comparing spending across categories and months.

Gains

Simplified expense entry and automatic total calculation.

Budget control with real-time notifications.

Centralized dashboard accessible to all family members.

Increased savings through better financial awareness.

Summary:

By deeply understanding the users' needs through empathy mapping, the team identified major frustrations like manual effort, inaccuracy, and lack of visibility in tracking expenses. These insights guided the development of a ServiceNow-based Family Expense Calculator, integrating modules for expense entry, budgeting, and visual dashboards.

This approach ensures that families can efficiently monitor their financial activities, make data-driven decisions, and achieve long-term financial stability through a simple, accessible platform.