

Ideation Phase

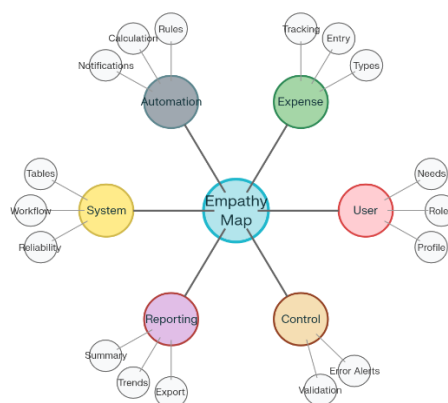
Empathize & Discover

Date	02 Nov 2025
Team ID	NM2025TMID04665
Project Name	Calculating Family Expenses Using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

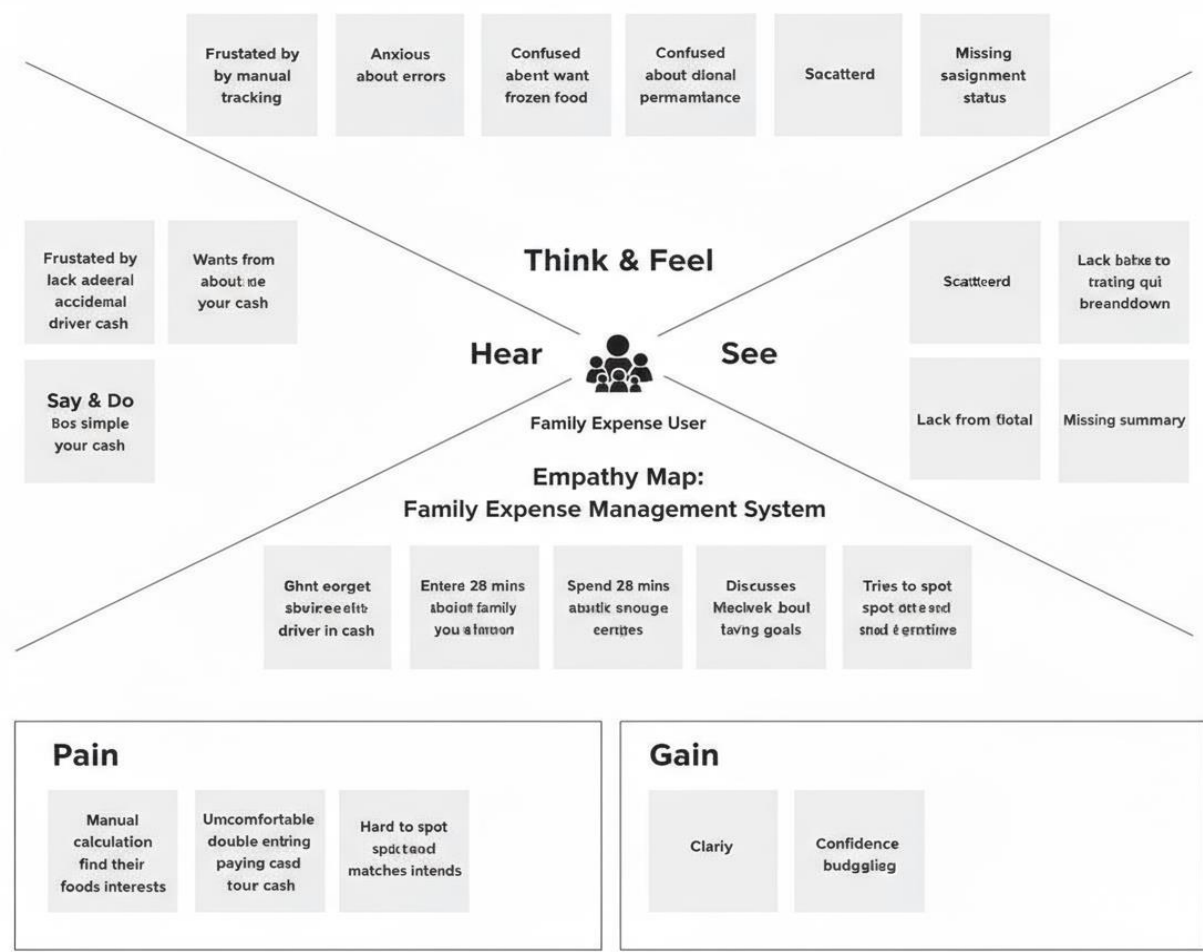
In the Empathize & Discover phase, the team carefully observes how families and individuals currently track and manage their expenses using manual or fragmented methods. Through interviews and discussions, they discover that users feel overwhelmed and frustrated trying to record daily expenses, categorize them, and calculate totals—often missing entries or making calculation errors due to system limitations. These challenges result in confusion, extra effort, and difficulty generating meaningful reports or understanding spending patterns.

Family Expenses Empathy Map



By gathering these insights, the team sees the true impact on household financial planning and day-to-day management. Recognizing the pain points—manual calculations, poor visibility, and repetitive entry—the team understands that automation, user-friendly interfaces, and clear reporting features are critical for better expense tracking. These discoveries shape the design of a practical and supportive solution, ensuring the system addresses real user needs and promotes financial well-being for families.

Example:



By deeply understanding the users through empathy mapping, we identified the critical risks and frustrations associated with the accidental deletion of users assigned to incidents. These insights revealed pain points such as lack of real-time alerts, unclear user-assignment visibility, and absence of system safeguards. As a result, we designed a more intelligent and secure system in ServiceNow that integrates validation checks, confirmation prompts, and real-time assignment tracking. This ensures that no user tied to an active incident can be deleted unintentionally, thereby improving accountability, boosting system reliability, and enhancing user confidence in incident management processes.