**Ideation Phase**

**Empathize & Discover**

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| Date | 30.10.2025 |
| Team ID | NM2025TMID01498 |
| Project Name | problem statement Calculating Family Expenses Using service Now |
| Maximum Marks | 100 Marks |

**Empathy Map Canvas:**

A family member using ServiceNow to calculate household expenses is typically seeking a streamlined, secure, and accessible way to manage finances. They often express the need for a simple expense logging system, clear visibility into spending, and timely alerts when budgets are exceeded. They think about ease of use, data privacy, and whether the platform will be embraced by all family members. Visually, they encounter scattered receipts, manual logs, and ServiceNow dashboards that offer structured insights.

They hear feedback from relatives about usability and suggestions to automate the process. Emotionally, they may feel overwhelmed by manual tracking, anxious about overspending, and relieved when the system works efficiently. Their goals include centralizing expense data, maintaining budget discipline, and gaining insights into spending habits, while their pain points revolve around setup complexity, limited mobile access, and resistance from less tech-savvy users. Understanding these dimensions helps design a more empathetic and user-friendly expense tracking solution within ServiceNow.

