

Ideation Phase

Empathize & Discover

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS24859
Project Name	Calculating Family Expenses using Service Now
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Maximum Marks	4 Marks

Empathy Map Canvas: Calculate Family Expenses

The Empathy Map Canvas helped our team understand the needs, behaviors, and challenges of families and individuals managing daily household expenses. It allowed us to capture user perspectives and ensure the solution addresses real financial tracking problems effectively.

Purpose

Creating an empathy map enabled the team to:

- Understand how families currently track and manage expenses.
- Identify pain points in manual expense tracking methods.
- Recognize the need for automation, centralized tracking, and accurate calculations.
- Design features that improve financial visibility, planning, and expense control.
- Ensure the system is simple, efficient, and user-friendly for all family members.

User Perspective Captured

Aspect	Details Captured
Says	"I want to know how much we spend daily." "We need a simple way to track all expenses."
Thinks	"Are we spending too much this month?" "Where is most of our money going?"
Does	Records expenses in notebooks or spreadsheets. Calculates totals manually.
Feels	Frustrated due to lack of clear expense tracking. Worried about overspending and poor financial planning.

Outcome

The Empathy Map Canvas exercise helped the team:

- Prioritize features like automated expense calculation and centralized record management.
- Design dashboards and reports to provide clear expense summaries.

- Enable tracking of expenses by date and family member.
- Reduce manual effort through automation using ServiceNow Business Rules.
- Improve financial awareness, transparency, and better decision-making for families.

