

Ideation Phase

Empathize & Discover

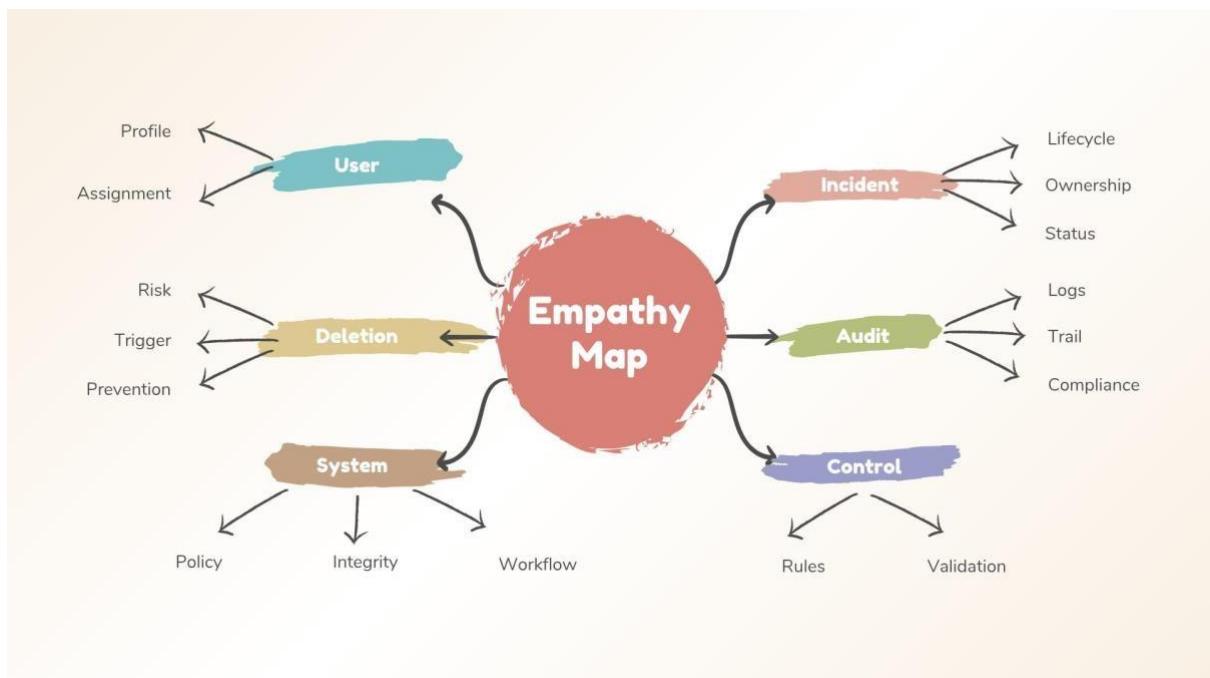
Date	01 NOV 2025
Team ID	NM2025TMID01129
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize and Discover phase, the team observes how families currently track and calculate their monthly expenses. They learn that many users feel **stressed and frustrated** when managing expenses manually using notebooks or spreadsheets. Through interviews and observations, the team finds that users often struggle with **manual calculations, data inaccuracy, and lack of clear financial insights**.

Family members express difficulty in keeping track of income, categorizing expenses, and knowing their remaining balance at the end of each month. These challenges lead to confusion and poor financial decisions due to the absence of automation and real-time updates.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Gathering these insights helps the team understand the **emotional and practical pain points** of users. Families want a simple, automated, and reliable system that calculates expenses, tracks daily spending, and generates clear reports. Understanding these needs shaped the team's vision to design a solution that is user-friendly, accurate, and promotes financial awareness..