

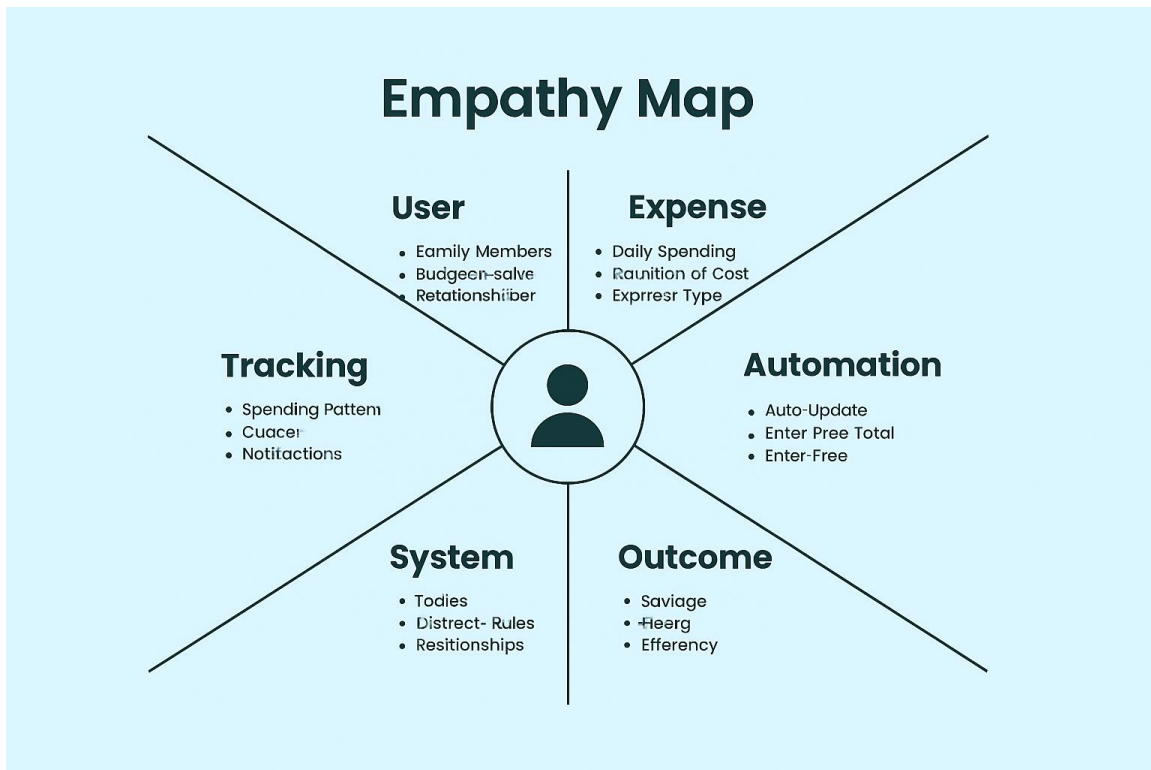
Ideation Phase

Empathize & Discover

Date:	02 Nov 2025
Team ID	NM2025TMID01191
Project Name	Calculating Family Expenses using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how families manage their daily and monthly expenses. They learned that most families rely on manual methods like notebooks or spreadsheets, which often lead to missed entries and calculation errors. By discussing with individuals responsible for managing household budgets, the team discovered that people feel overwhelmed by inconsistent records and lack of clarity about where money is being spent.

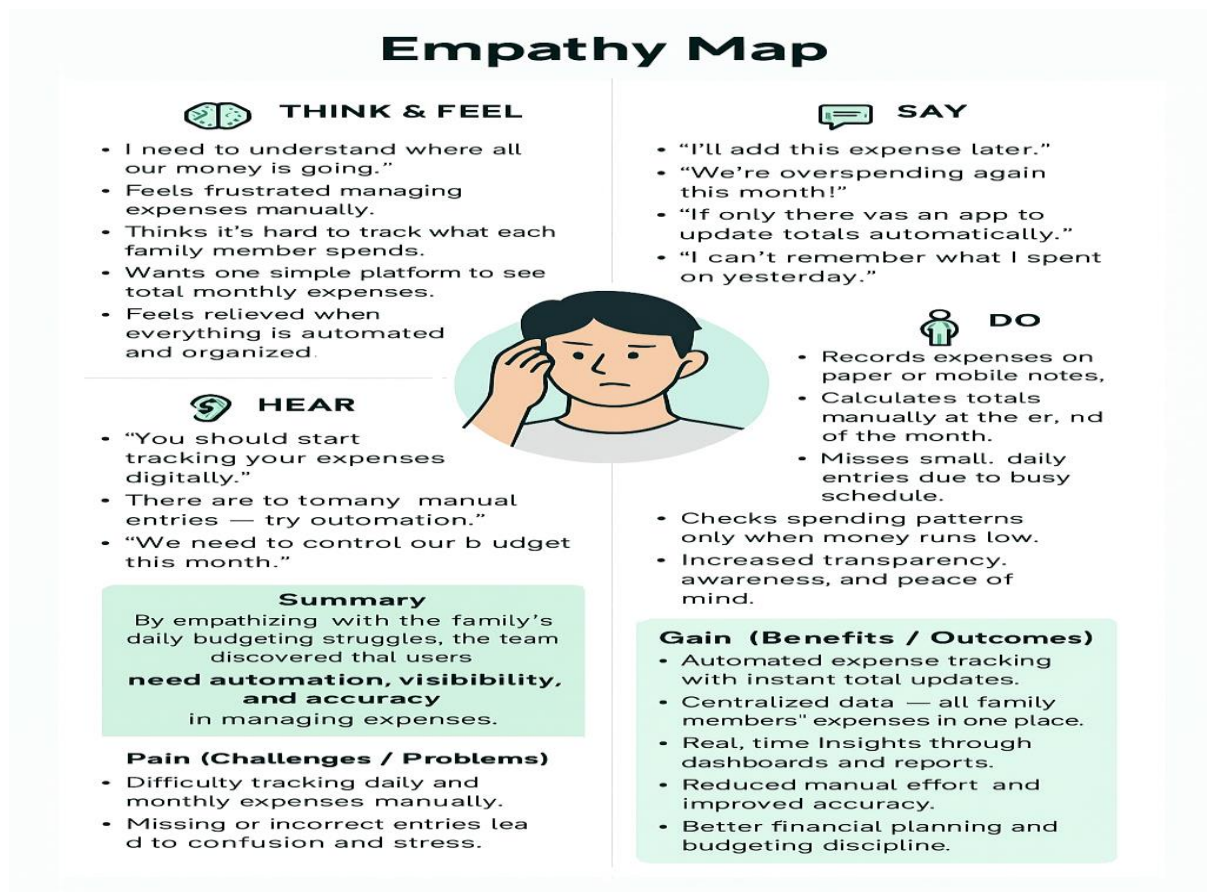


These findings helped the team understand the real struggles families face in maintaining accurate financial records. By empathizing with users' daily challenges, it became clear that

they needed an automated, simple, and transparent way to record expenses, calculate totals, and visualize spending patterns. These insights shaped the direction of the solution, ensuring it was both user-friendly and practical for real-world use.

Example: Family Finance Management Portal

The empathy map helped us understand the emotional and practical challenges users face while tracking family expenses. It highlighted their pain points, actions, and needs for automation and accuracy. This guided the design of a simplified and efficient system that automatically manages daily and monthly expenses using ServiceNow.



By deeply understanding the users through empathy mapping, we identified the major pain points families face — such as data inconsistency, manual effort, and lack of real-time insights. These insights helped us design an intelligent ServiceNow solution with automated updates, category-based expense tracking, and real-time summaries. As a result, the system promotes better financial organization, reduces errors, and empowers families to make

smarter budgeting decisions. The empathy mapping and pain-gain analysis revealed that families struggle with manual, time-consuming expense tracking and lack real-time financial visibility. By understanding these challenges, the project team designed a ServiceNow-based Family Expense Tracker that automates data entry, calculates totals instantly, and presents clear insights through dashboards and reports. This solution transforms financial management into a simple, transparent, and efficient process — helping families save time, reduce stress, and make informed budgeting decisions.