

Requirement Analysis Phase

Customer Journey Maps

Date	28 June 2025
Team ID	LTVIP2025TMID60720
Project Name	Calculating Family Expenses Using ServiceNow
Maximum Marks	4 Marks

Customer Journey Map: Calculating Family Expenses Using ServiceNow

Stage	User Actions	User Emotions	User Pain Points	Opportunities for Improvement
1. Awareness	Realizes need for expense tracking in the family.	Curious, slightly overwhelmed	Not sure what tool to use; too many options	Promote ServiceNow's customization benefits for families.
2. Research	Looks for tools (apps, Excel, etc.); hears about ServiceNow.	Hopeful, confused	Tools too generic or business-focused	Provide simple examples of personal use cases with ServiceNow.
3. Onboarding	Sets up the ServiceNow expense app with categories.	Motivated, cautious	Setup process may seem complex at first	Include user-friendly templates and guided walkthroughs.
4. Daily Use	Enters daily expenses via form or mobile view.	Comfortable, satisfied	Forgetting to log expenses; repetitive input	Add reminders and auto-fill features for repeat entries.

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5. Monitoring	Reviews dashboards and expense reports weekly/monthly.	Engaged, insightful	Charts may be too complex; unclear trends	Offer simplified visuals and spending summaries.
6. Alert/Action	Receives alert when nearing or exceeding budget.	Alerted, cautious	May miss or ignore system notifications	Use email/SMS reminders or color-coded dashboards.
7. Family Discussion	Uses reports to explain finances to other family members.	Empowered, confident	Hard to communicate financial info clearly	Provide printable or shareable summary reports.
8. Improvement	Adjusts budgets and categories based on trends.	Responsible, proactive	Unsure where to cut costs	Offer insights or suggestions based on spending patterns.

Key Takeaways:

- Users value **simplicity, automation, and visual insights**.
- Emotional journey moves from confusion → confidence.
- Every stage is a chance to build trust and usability through **clarity, automation, and accessibility**.