Ideation Phase

Empathy Map Canvas

Date	28 June 2025
Team ID	LTVIP2025TMID60720
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	4 Marks

© Empathy Map Canvas: Calculating Family Expenses Using ServiceNow

User Persona:

A family member responsible for managing or tracking household expenses (e.g., parent, guardian, or financially aware young adult).

□ 1. Says

- "I don't know where all the money goes each month."
- "I wish I had an easy way to see what we're spending on groceries or bills."
- "It's hard to keep track when everyone is spending from the same account."
- "Budgeting feels overwhelming."

2. Thinks

- "Are we spending more than we earn?"
- "I hope we don't run out of money before the month ends."
- "I wish there was a smarter way to monitor expenses without doing it manually."
- "Is there a way to alert us when we exceed our budget?"

3. Sees

- Disorganized receipts or unclear bank statements.
- Multiple family members using cash, cards, or online payments with no central log.
- Overlapping or duplicate expense entries.
- Apps/tools not tailored to family needs.

4. Hears

- "We need to cut down on unnecessary expenses."
- "Why are we always short at the end of the month?"
- "Can you track how much we spent on utilities this month?"
- "Let's start managing our money better."

S. Pains

- Lack of transparency in daily or shared spending.
- Manual entry and tracking is tedious and error-prone.
- No reminders or real-time updates on overspending.
- Difficulty collaborating with other family members on financial matters.

6. Gains

- Centralized platform for tracking and analyzing family expenses.
- Automated alerts and reminders for better budgeting.
- Categorized reports for clarity and planning.
- Easier decision-making and improved financial awareness among all members