

## Ideation Phase

### Empathize & Discover

Team ID	LTVIP2025TMID28803
Project Name	Calculating Family Expenses Using ServiceNow
Faculty Mentor Name	Dr.T.Tirupal
College Name	G Pullaiah College of Engineering and Technology

#### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's spending habits, needs, and challenges in managing family expenses.

It is a useful tool that helps teams better understand how families track, plan, and feel about their financial activities. Creating an effective expense-tracking solution in ServiceNow requires understanding the real problems faced by users, such as missed entries, lack of summaries, or difficulty in budgeting.

The exercise of creating the empathy map helps participants consider things from the user's perspective, including their goals like saving money, maintaining records, and their challenges like forgetting to log expenses or confusion in categories. This approach ensures that the solution is user-friendly, practical, and meets real-life budgeting needs.

#### Example:

**Empathy Map Canvas**

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

**1 WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

**GOAL**

**2 What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

**7 What do they THINK and FEEL?**  
**PAINS**  
What are their fears, frustrations, and anxieties?  
**GAINS**  
What are their wants, needs, hopes and dreams?

**3 What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

**4 What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?

**5 What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second hand?

**6 What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

What other thoughts and feelings might motivate their behavior?

Last updated on 10 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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

## Example: Food Ordering & Delivery Application

