

# Ideation Phase

## Empathize & Discover

Date	
Team ID	NM2025TMID05673
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	4 Marks

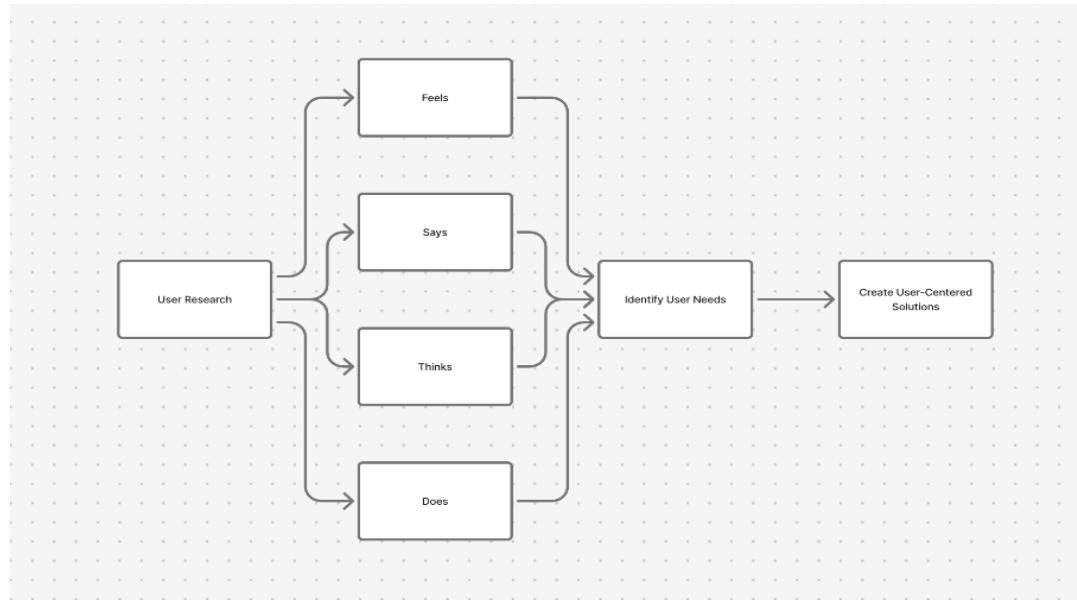
### Empathy Map Canvas:

An Empathy Map Canvas is a visual tool used to understand users' thoughts, feelings, and experiences more deeply. It helps teams build empathy by viewing a situation from the user's perspective. The canvas is usually divided into several sections — Says, Thinks, Does, and Feels — each representing different aspects of the user's behavior and mindset.

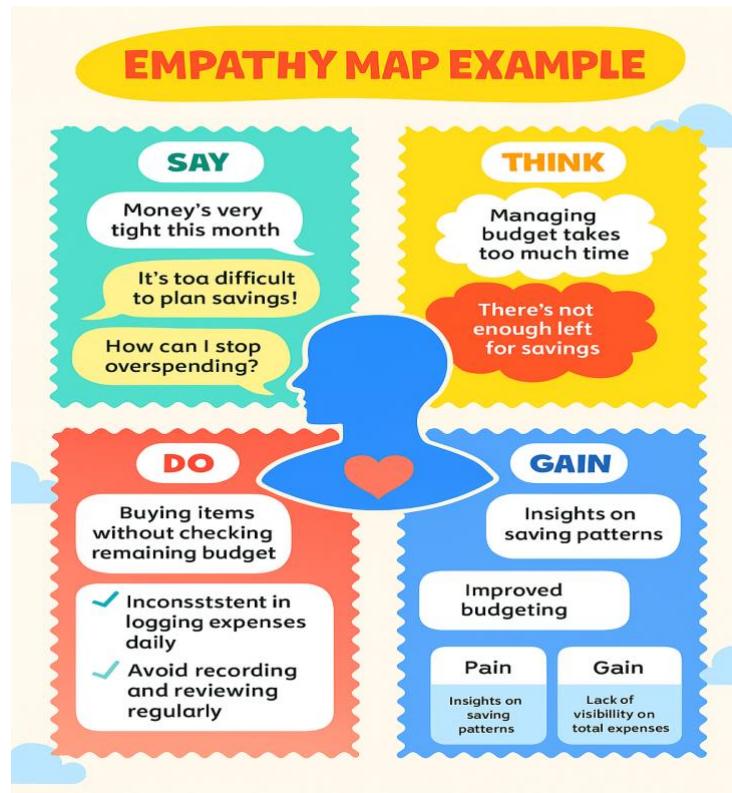
- The “Says” section captures what the user expresses verbally, such as opinions or feedback.
- The “Thinks” section represents what goes on in the user’s mind — their worries, goals, or motivations.
- The “Does” section describes the user’s actions or behaviors in a given situation.
- The “Feels” section identifies emotions such as frustration, happiness, or confusion related to their experience.

By organizing this information, teams can identify pain points, user needs, and opportunities for improvement. In the context of “Calculating Family Expenses using ServiceNow,” the empathy map helps understand how family members feel about managing money, what challenges they face in tracking expenses, and what features they truly need in a digital system. Ultimately, an empathy map improves understanding and guides the creation of user-centered solutions that genuinely solve real-life problems.

**Example:**



**Empathy Map Canvas Flow Chart** — it visually shows how insights move from **User Research** into the four sections (**Says, Thinks, Does, Feels**) and then combine to help **identify user needs** and **create user-centered solutions**. You can explore and edit it interactively in the embedded diagram.



This **Empathy Map** represents how users feel, think, say, and do when managing family expenses using ServiceNow. In the “**Say**” section, users express struggles like tight budgets and difficulty saving. The “**Think**” section shows their concerns about managing budgets and not having enough left for savings. In “**Do**,” users often buy items without checking budgets or forget to log expenses. The “**Gain**” area highlights benefits like improved budgeting and insights into spending habits.

Overall, the map helps understand user pain points and motivations to design better expense management solutions.