

# Ideation Phase

## Empathy Map

Team ID: LTVIP2026TMIDS70988

Project Name: Calculating Family Expenses Using ServiceNow

### **Says**

I spend money daily but I don't know where it goes. I need a simple way to record expenses.

### **Thinks**

My expenses are increasing every month. I should control my spending and save money.

### **Does**

Writes expenses in notebook or remembers mentally. Calculates totals at end of month.

### **Feels**

Worried about overspending and financial management.

### **Pains**

Manual tracking is difficult, totals incorrect, no proper reports.

### **Gains**

Automatic calculation, clear reports, better financial planning.