Ideation Phase
Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID29793
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas is a simple and effective tool that helped our team understand the users of the *Calculating Family Expenses Using ServiceNow* system. It allowed us to visualize user behaviors, attitudes, needs, and challenges. By creating this map, we ensured that our solution was aligned with the actual experiences and goals of families managing their household finances.

Purpose

Creating an empathy map enabled the team to:

- Step into the users' shoes and view the expense management challenges from their perspective.

- Identify the goals, pain points, and motivations of different family members involved in managing expenses.

- Design features that address real needs rather than assumptions.

User Perspective Captured

Aspect Details Captured

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Says	"I want a simple way to record all my daily expenses." "I need to know when we overspend."
Thinks	"Are we staying within budget?" "I hope I didn't miss logging any expenses."
Does	Logs expenses manually or not at all. Checks bills and receipts occasionally.
Feels	Anxious about overspending. Frustrated with disorganized tracking methods.

Outcome

The Empathy Map Canvas exercise helped the team:

- Prioritize features like budget alerts, related lists, and categorized reports.

- Simplify forms to reduce user effort during data entry.

- Incorporate automation for better tracking and notifications.

Empathy map Canvas
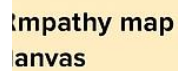
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