**Ideation Phase**

**Empathize & Discover**

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

