

Ideation Phase

Empathize & Discover

Date	30 JUNE 2025
Team ID	LTVIP2025TMID28882
Project Name	Calculating family expenses using service now
Maximum Marks	4 Marks

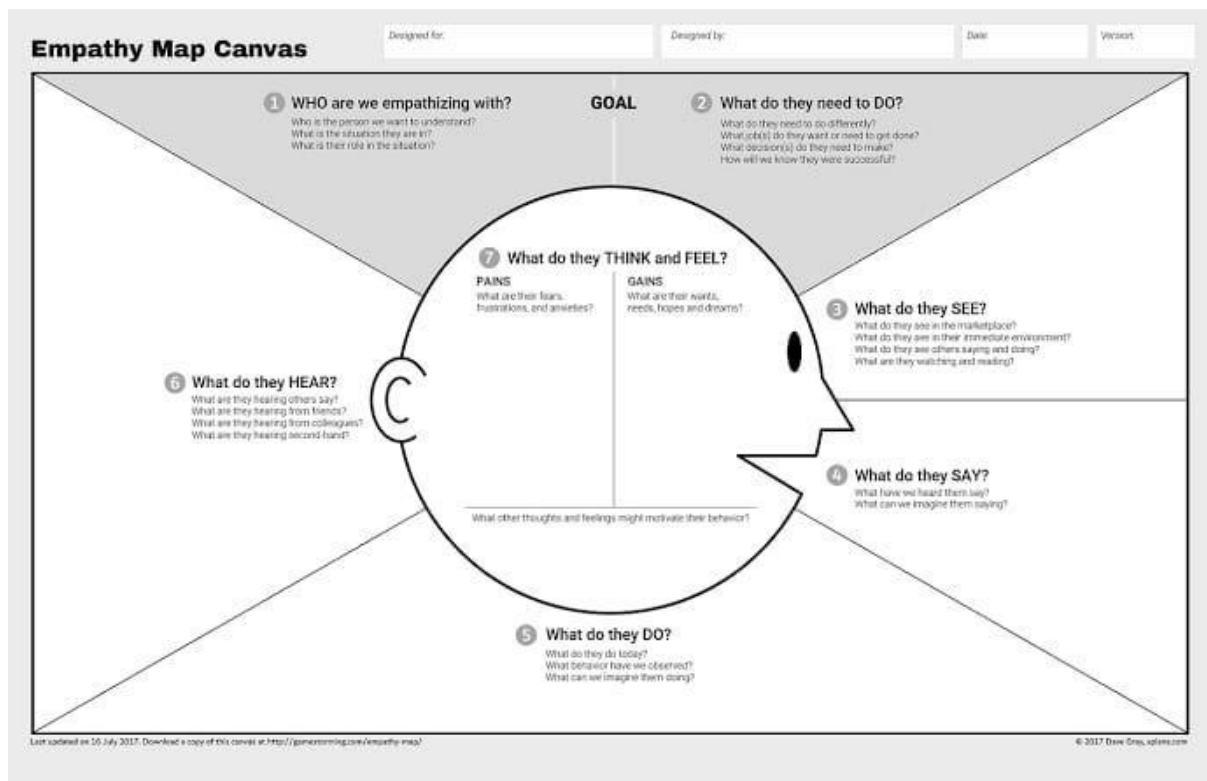
Empathy Map Canvas:

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:



The image shows a template for an Empathy Map Canvas, which is a tool used to understand a user's perspective. The canvas is shaped like a large envelope and is divided into several sections for notes:

- 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 action(s) do they need to make?
How will we know they were successful?
- 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 DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 7 What do they THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

At the bottom of the central face area, there is a line for: **What other thoughts and feelings might motivate their behavior?**

At the bottom left of the canvas, there is a small text: "Last updated on 26 July 2017. Download a copy of this canvas at: <http://gamestorming.com/empathy-map/>

At the bottom right of the canvas, there is a small text: "© 2017 Dave Gray, xplan.com"

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

Example: Food Ordering & Delivery Application

