### **Ideation Phase**

# **Empathize & Discover**

Date	30 October 2025
Team ID	NM2025TMID08072
Project Name	Calculating Family Expenses Using ServiceNow
Maximum Marks	4 Marks

### **Empathy Map**



### Says

- I wish I could see where all my money goes every month.
- I often forget to note down small daily expenses.
- It would be great if I got reminders before exceeding my budget.
- Manually entering expenses takes too much effort.



## Thinks

- An automated system would make tracking expenses so much easier.
- Maybe I can use technology at work (ServiceNow) for my home finances too.
- I need a clear dashboard to understand my spending habits.

Privacy and accuracy of data are important.



#### Does

- Records expenses manually in a notebook or Excel sheet.
- · Discusses monthly spending with family.
- · Uses banking apps for partial tracking.
- Tests ServiceNow workflows to autornate family expense entries.

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### **Feels**

- · Frustrated by losing track of spending.
- · Anxious when bills pile up unexpectedly.
- · Motivated to save and plan better.
- Relieved when expenses are automated and visualized clearly.

#### Pain

- · Time-consuming manual tracking
- · Lack of automation or reminders
- · Inaccurate calculations and data loss
- · Difficulty in organizing and categorizing expenses
- · No clear visualization of spending patterns

#### Gain

- Automated and accurate expense tracking using ServiceNow workflows
- · Easy visualization through dashboaro and reports
- · Real-time updates and reminders for better control
- · Improved firiancial planning and savings management