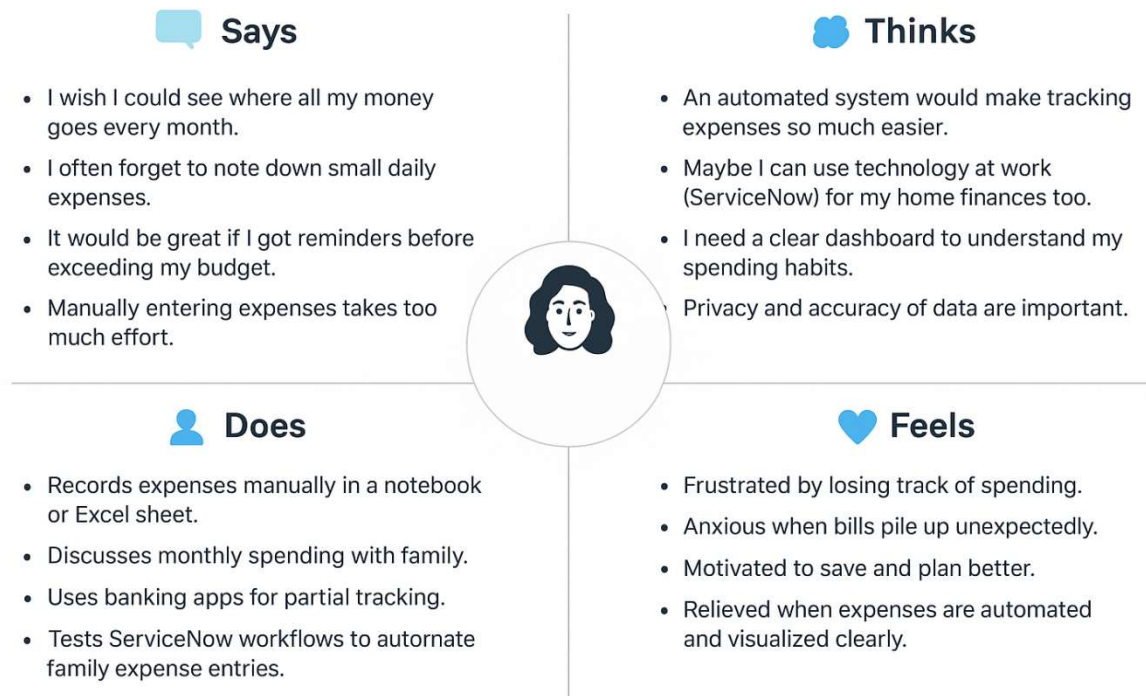


# Ideation Phase

## Empathize & Discover

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

### Empathy Map



#### 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 dashboard and reports
- Real-time updates and reminders for better control
- Improved financial planning and savings management