

Date	2 November 2025
Project	Calculating Family Expenses using ServiceNow
Team ID	NM2025TMID08734

Empathy Map Canvas – Ideation Phase

Says

"It's hard to know where our money goes every month."

"I want a simple way to view everyone's expenses."

"We keep missing small recurring payments."

Thinks

- Are we spending too much on groceries or subscriptions?
- We could save more if we track properly.
- Automation would reduce our manual tracking errors.

Does

- Records expenses manually in notebooks or Excel sheets
- Uses mobile apps inconsistently
- Shares updates verbally or in chat groups
- Reviews expenses at month-end (if at all)

Feels

- Overwhelmed managing multiple expense categories
- Anxious about unexpected monthly costs
- Frustrated by lack of transparency between family members
- Motivated to find a simple, shared solution

Pains

- Manual effort and data duplication
- No consolidated financial view
- No alerts for overspending
- Miscommunication among family members

Gains

- Centralized expense tracking within ServiceNow
- Automated monthly reports and alerts
- Transparent dashboards for all members

User Persona

Primary User: Family members managing shared household expenses

Secondary Users: Parents, working professionals, and students

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