

## Ideation Phase

### Empathize & Discover

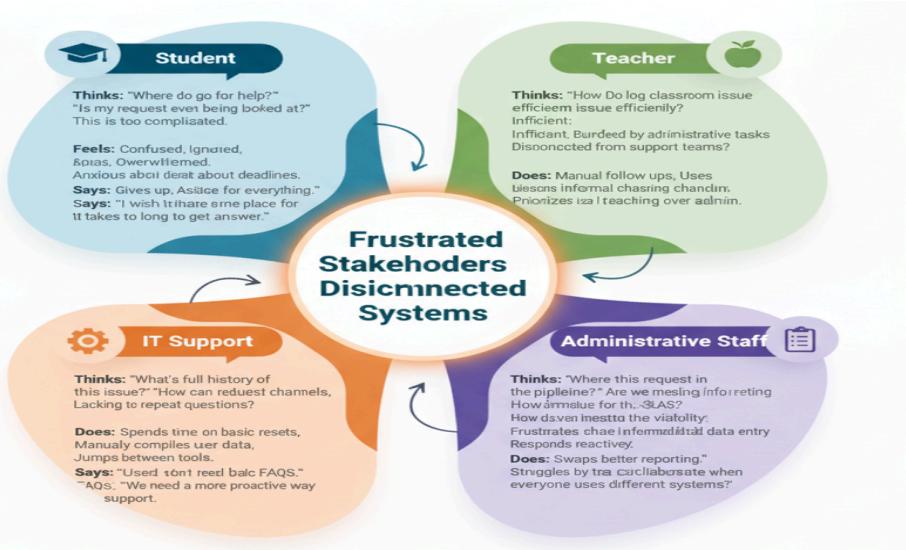
#### Template

Date	02 NOVEMBER 2025
TEAM ID	NM2025TMID05272
Project Name	Education Organisation Using ServiceNow
Maximum Marks	4 Marks

#### Empathy Map Canvas:

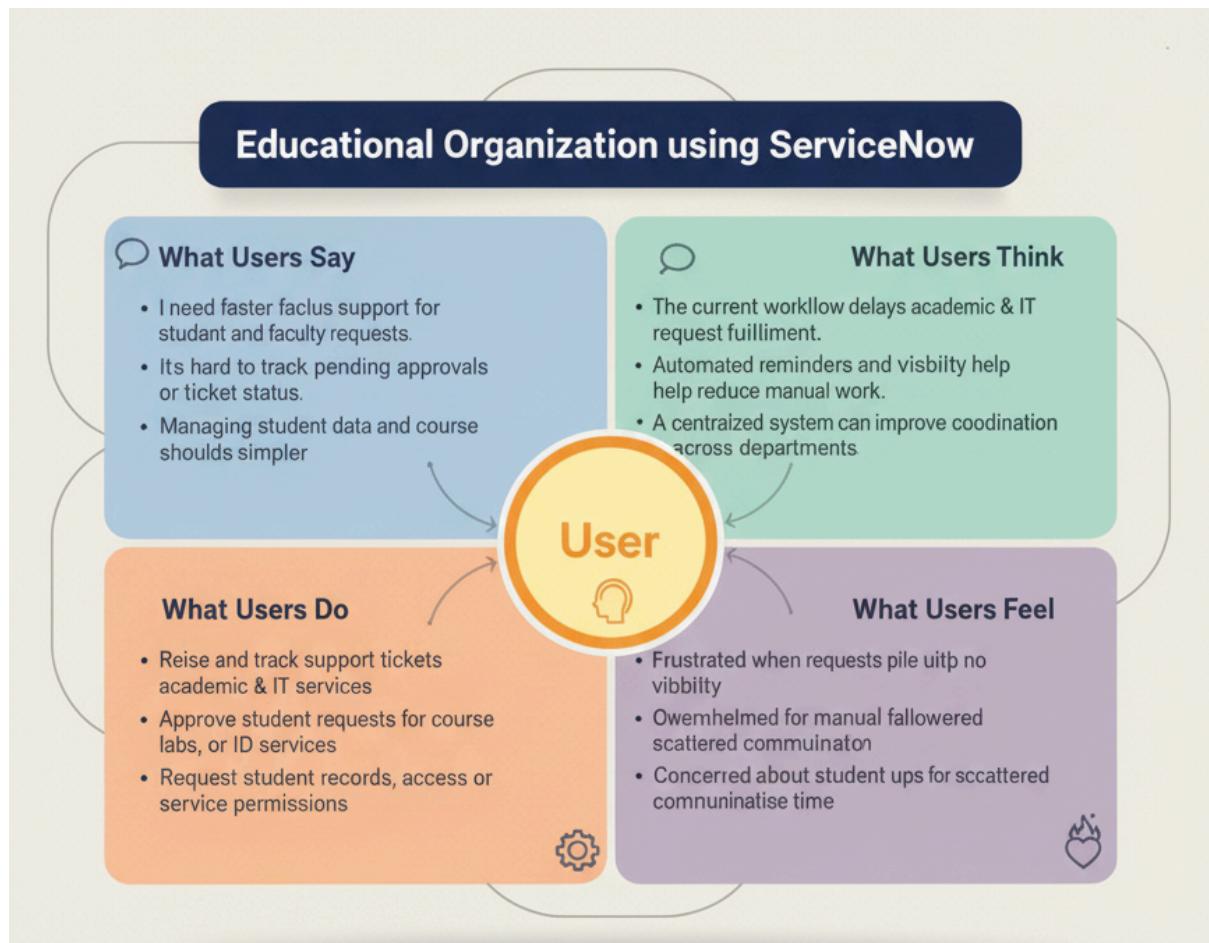
In the *Empathize & Discover* phase, the team investigates how students, faculty, and administrative staff currently manage daily academic and support processes within the institution. Through interviews and observations, they discover that most users feel overwhelmed and frustrated due to the lack of a unified system, unclear communication flow, and difficulty in tracking updates. Students often face confusion while submitting academic or progress-related requests, teachers struggle to monitor student performance effectively, and staff experience delays in processing information due to scattered data and manual handling.

By engaging directly with users, the team realizes that the absence of a centralized digital platform causes frequent miscommunication, delays, and inefficiency. Users express the need for a simple, accessible system that provides real-time updates and helps streamline academic and administrative tasks. These findings highlight how implementing a centralized platform could enhance transparency, improve coordination, and reduce effort across departments.



## Example

In an educational organization, users such as students, teachers, and administrative staff use ServiceNow to manage various academic and administrative requests. Understanding their needs, frustrations, and expectations helps design better workflows, improve communication, and ensure a smoother, more efficient service experience for everyone on campus.



## Outcome Insight

By understanding user experiences, it becomes clear that a centralized ServiceNow platform is essential to simplify request handling, support faculty and student needs, improve communication, and ensure faster, more transparent service delivery within the institution.