

Ideation Phase

Empathize & Discover

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| Date | 01 October 2025 |
| Team ID | NM2025TMID01723 |
| Project Name | Educational Organisation using ServiceNow |
| Maximum Marks | 4 Marks |

| Section | Details |
|---------------|---|
| Says | <p>"Managing student data manually is time-consuming."</p> <p>"I wish there was a system to reduce our paperwork."</p> <p>"We spend hours just to compile performance results."</p> |
| Thinks | <p>"Is there a smarter way to handle these repetitive tasks?"</p> <p>"We might make errors in data entry that could affect student records."</p> <p>"Technology could help, but I don't know where to start."</p> |
| Does | <p>-Fills out admission forms manually</p> <p>-Updates student marks in notebooks or Excel</p> <p>-Keeps track of admission status by hand -</p> <p>Sends data manually to other departments</p> |
| Feels | <p>😞 Frustrated due to inefficiency</p> <p>😟 Anxious about data accuracy</p> <p>😴 Bored of repetitive tasks</p> <p>🤔 Curious about digital solutions</p> |
| Pain Points | <p>❌ Time-consuming manual entries</p> <p>❌ Prone to human errors</p> <p>❌ No easy tracking of</p> |
| Gains / Needs | <p>✅ A digital platform to store and update student data</p> <p>✅ Auto-calculated results</p> <p>✅ Easy, error-free admission tracking</p> <p>✅ A clean and user-friendly interface</p> |