**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 16 AUGUST 2025 |
| Team ID | NM2025TMID12700 |
| Project Name | EDUCATIONAL ORGANISATION USING SERVICENOW |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

* **Says:** “I wish our systems were faster and more reliable for managing student and IT services.”

* **Thinks:** “There has to be a better way to track requests and reduce manual follow-ups.”

* **Does:** Logs complaints manually, checks multiple platforms, follows up via email or phone.

* **Feels:** Frustrated, ignored, and overwhelmed due to delays and lack of visibility.

* **Needs:** A centralized, automated solution that simplifies and tracks all service processes.

* **Gains:** Faster resolution, improved communication, and a better experience for students and staff.

**Example-Student User**

**Student User**

* **Says:**

“I submitted an IT request last week, but I haven’t received any update yet.”

* **Thinks:**

“If I don’t get this issue fixed soon, it will affect my assignment submission.”

* **Does:**

Keeps checking email and contacts the support desk manually for status updates.

* **Feels:**

Anxious and frustrated due to lack of communication and delayed resolution.

* **Needs:**

A platform where requests can be tracked in real time and resolved quickly.

* **Gains:**

Confidence in institutional support, better time management, and less academic disruption.