

Ideation Phase

Empathize & Discover

Date	03 November 2025
Team ID	NM2025TMID06747
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Empathize and Discovering:

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	<ul style="list-style-type: none"> -Fills out admission forms manually -Updates student marks in notebooks or Excel -Keeps track of admission status by hand -Sends data manually to other departments
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	A digital platform to store and update student data Auto-calculated results Easy, error-free admission tracking A clean and user-friendly interface
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