

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	"Managing student data manually is time-consuming." "I wish there was a system to reduce our paperwork." "We spend hours just to compile performance results."
Thinks	"Is there a smarter way to handle these repetitive tasks?" "We might make errors in data entry that could affect student records." "Technology could help, but I don't know where to start."
Does	-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	Frustrated due to inefficiency Anxious about data accuracy Bored of repetitive tasks Curious about digital solutions
Pain Points	Time-consuming manual entries Prone to human errors No easy tracking of

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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