

# EMPATHIZE & DISCOVER

Date	1 November 2025
Team ID	NM2025TMID03847
Project Name	Educational Organisation using Service Now
Maximum Marks	4 Marks

## Empathy Map Canvas

In the Empathize & Discover phase, the team explored how students, teachers, administrators, and school management interact with educational systems.

Through interviews and observations, they uncovered frustrations caused by manual processes, disconnected departments, and lack of real-time data access.

These insights revealed the need for automation, centralized data, and intuitive interfaces. Understanding stakeholder pain points helped shape a solution that improves efficiency, transparency, and decision-making across the institution.

## Stakeholder Insights

Stakeholder	Needs	Pain Points
Students	Fast admissions, access to academic records	Long delays, manual errors
Teachers	Easy grade entry, progress tracking	Time-consuming paperwork
Admins	Centralized database, streamlined workflows	Duplication, lack of automation
Management	Dashboards, performance analytics	Disconnected systems, poor visibility

## **Empathy Keywords**

Profile  
Lifecycle  
Student  
Teacher  
Admin  
Admission  
Grades  
Tracking  
Automation  
Dashboard  
Workflow  
Integration  
Validation  
Reporting  
Forms  
Scripting  
Efficiency  
Transparency  
Decision-making  
User Experience  
Customization  
Data Integrity

## **Empathy Map Summary**

By deeply understanding the users through empathy mapping, the team identified critical challenges in educational administration:

- Manual data entry and fragmented workflows
- Lack of real-time visibility into student progress
- Poor communication between departments
- Absence of automation in routine tasks

These discoveries led to the design of a ServiceNow-based solution that includes:

- Centralized data tables for students and teachers
- Automated admission and progress tracking workflows
- Pincode-based location auto-fill
- Custom dashboards for management

This approach enhances operational efficiency, reduces errors, and empowers stakeholders with accurate, timely information.