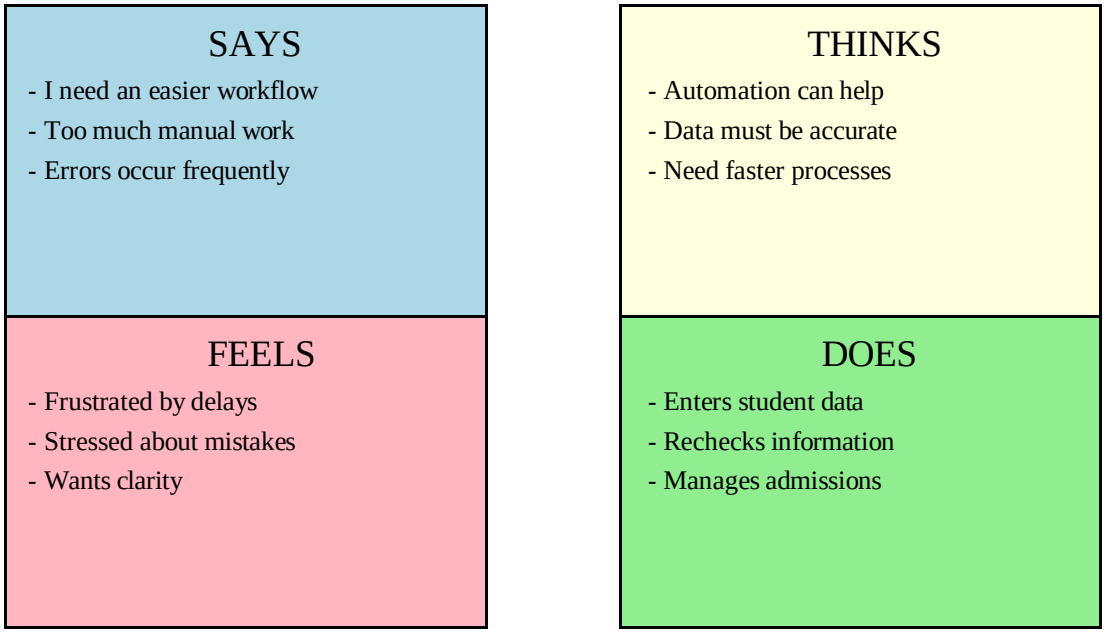
Ideation Phase

Empathy Map Canvas

Date:	07 November 2025
Team ID:	NM2025TMID09069
Project Name:	Educational Organisation Using ServiceNow
Maximum Marks:	4 Marks

The Empathy Map helps us understand the mindset, expectations, frustrations, and motivations of users interacting with the Educational Organisation Management System. It enables identifying user needs and improving the platform design for better usability and efficiency.

Empathy Map Diagram



This Empathy Map summarizes the core needs and challenges faced by users who interact with the Educational Organisation Management System. Understanding these aspects helps design a more efficient and user-friendly solution on the ServiceNow platform.