

# Ideation Phase

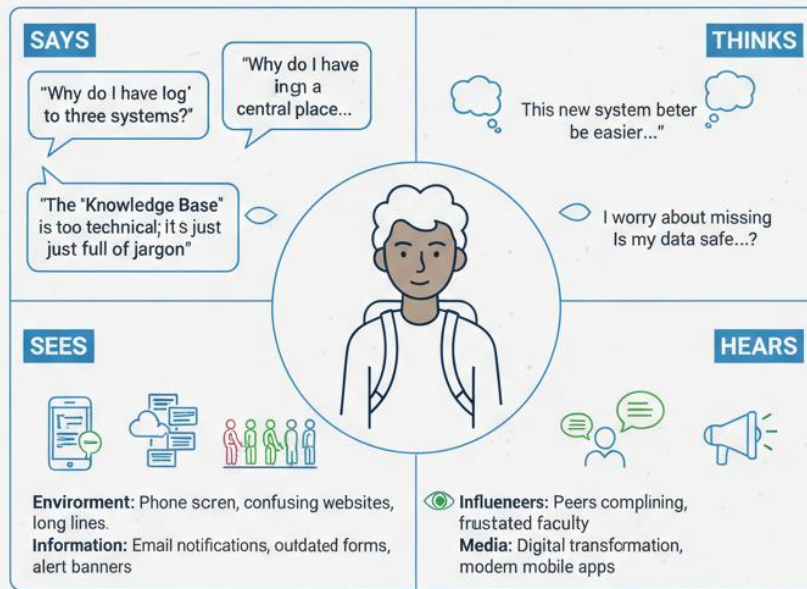
## Idea Prioritization Template

Date	31 OCTOBER 2025
Team ID	NM2025TMID04230
Project Name	Education Organisation Using ServiceNow
Maximum Marks	2 Marks

### Empathy Map

Alex **SAYS** they are frustrated by having to log in to three different portals just to manage their school life. They frequently voice a desire for a central place to track the status of **all their support requests**, and they find the existing "Knowledge Base" to be too full of **technical jargon**. Internally, Alex **THINKS** the new ServiceNow system must be an improvement over the "old clunky portal," and they worry about **missing critical deadlines** because of disorganized information. A major concern is the **security of their data**. In their environment, Alex **SEES** a confusing array of disparate departmental websites on their **phone screen**, and they observe **long lines** at administrative offices. They are constantly exposed to outdated forms and urgent, system-generated alert banners. Alex **HEARS** their peers complaining about slow IT and inconsistent support, and they hear faculty and staff blame system slowness. This is all contrasted by media exposure to modern consumer apps and other universities' **seamless digital transformation** efforts.

**Name:** Alex, The Engaged Student  
**Role:** University or College Student (Aged 18-24)  
**Goal:** Easily find information, submit requests, and manage schedule.



## Pains, Gains, and Needs

The primary **PAINS** Alex experiences are the **fragmented experience** across multiple legacy systems, the **slow resolution times** for critical requests, and the overwhelming amount of unorganized information. To succeed, Alex requires specific **GAINS**, including a **single, intuitive portal** on the ServiceNow platform, **real-time transparency** into the status of all submitted requests, and **easy self-service** via a smart knowledge base. Fundamentally, Alex **NEEDS** a **mobile-friendly interface** for on-the-go access and automated reminders for deadlines.