

Project Design Phase

Problem-Solution Fit Template

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

Problem-Solution Fit Template

The core challenge faced by the education organisation lies in a **fragmented service experience** for both students and staff. Students, like Alex, whose primary goal is to focus on academics, are burdened by having to navigate **multiple legacy portals** (for IT, Registrar, Bursar, etc.) to complete a single task, resulting in wasted time and missed deadlines. Simultaneously, Administrative Staff, such as Sarah, are trapped in **inefficient, manual processes**—tracking requests through email and spreadsheets, which causes slow resolution times and a complete **lack of visibility** for leadership into service delivery performance. The ServiceNow implementation provides a direct solution to these pains. It offers a **Unified Portal** (via the Service Catalog and Customer Service Management) that acts as a **single, intuitive gateway** for every service request, delivering a seamless, mobile-friendly experience to the student. For staff, the platform implements **Automated Workflows** (leveraging ITSM/HRSD) to instantly route and track requests, drastically reducing manual effort and driving a significant increase in efficiency. Furthermore, ServiceNow's **Performance Analytics** capabilities solve the organizational visibility problem by providing real-time dashboards on workload and bottlenecks. Success will be validated by measurable improvements: a jump in **Student Satisfaction (CSAT)** to over 80%, a decrease in **Request Resolution Time** from days to hours, and a high **Service Inquiry Deflection Rate** (e.g., 30%) due to effective self-service knowledge. This validated fit confirms the ServiceNow project directly addresses the most critical service delivery issues facing the organization.

★ Problem-Solution Fit Template

Project: Education Organisation Using ServiceNow

Defining the Target Customer (Persona):

Customer Group	Their Main Goal	
 Student (Alex)	 Integrate all Administrative Staff (Sarah)	Student: Manage all Staff: Process all incoming requests efficiently



Metrics for Measuring Fit	Baseline (Current State)	Target (Success with ServiceNow)
Student Satisfaction (CSAT)	Baseline Resolution Time	48-72 hours
Self-Service Rate	Request Resolution Time	80%+

The core problem addressed by the ServiceNow project is the **fragmented service experience** for the organization's users. For the primary persona, **Alex the Student**, the current pain is a **Fragmented Experience**, forcing them to jump between multiple legacy portals for a single task, resulting in **slow resolution times** and wasted effort. The proposed solution on the ServiceNow platform directly solves this with a **Unified Portal** and **Automated Workflows**. This provides a **Single Point of Entry** for all services, ensuring **transparency and speed** in handling requests. For the Administrative Staff, the pain is **Inefficient Processes**—a heavy reliance on manual tracking via emails and spreadsheets—which is solved by ServiceNow's automated routing and approvals, leading to significant **Increased Efficiency**. Success for the project will be measured by a high **Student Satisfaction (CSAT)** score, a dramatic reduction in **Request Resolution Time**,

and a substantial **30% deflection of routine inquiries** through the new self-service knowledge base and virtual agent. The ultimate value delivered is a cohesive, modern, and data-driven service ecosystem for the entire campus community.

1. Defining the Target Customer (Persona):

Customer Group		Their Main Goal
 Student (Alex)	Student: Manage admin tasks easily	Staff: Process all incoming requests efficiently



4. Metrics for Measuring Fit:

	Metric	Baseline (Current State)	Variance	Target (Success with Service)
Student Satisfaction (CSAT)	55%	48-72 hours	0%+	
Request Resolution Time	80%	48-72 hours	4-8 hours	30%