Ideation Phase
Empathize & Discover

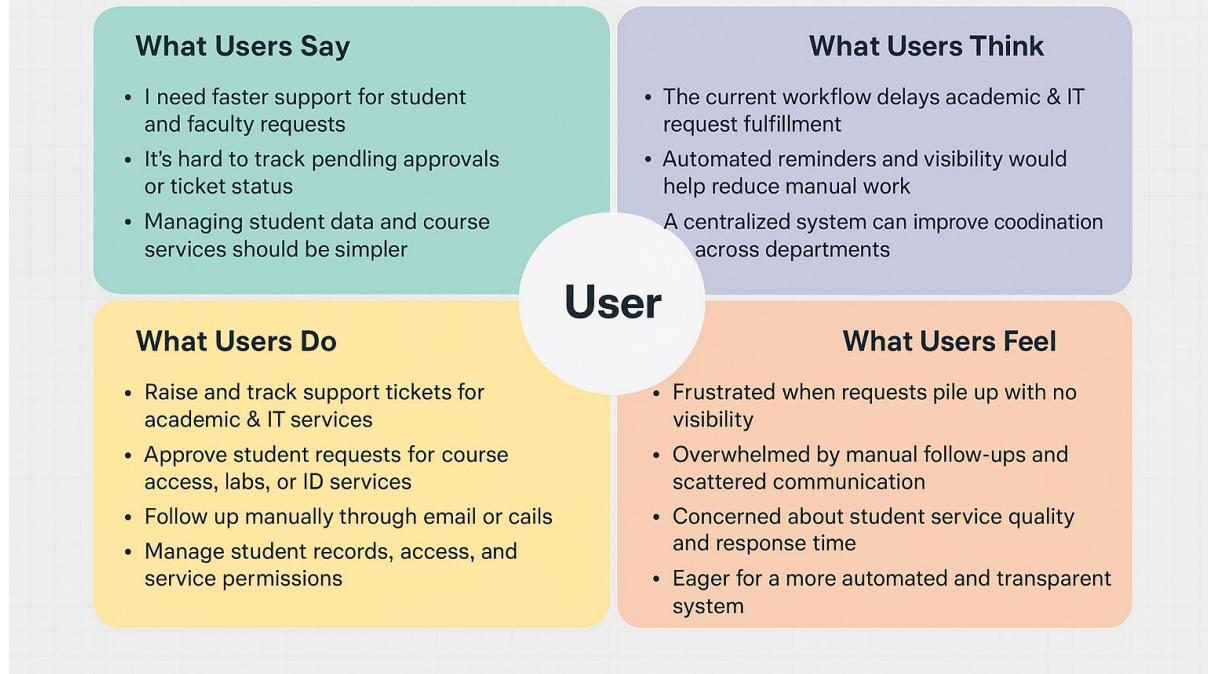| Date	01 NOVEMBER 2025
Team ID	NM2025TMID03588
Project Name	Educational Organization using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

During the Empathize & Discover phase, the team engaged directly with users in their environment through observations and interviews to understand how students, teachers, and staff currently manage service requests and administrative tasks. They identified that students often experience confusion and frustration due to manual forms, unclear communication, and a lack of tracking, which can lead to stress and delays. At the same time, administrative staff and faculty report feeling overwhelmed and pressed for time, struggling with repetitive paperwork, data entry errors, and information lost in email correspondence. These challenges result in slow processing of admissions and hinder effective monitoring of student performance. The insights gathered pointed to common issues such as mismanaged requests, workflow delays, and communication gap ,all highlighting the need for a unified, easy-to-access platform with automated workflows and transparent status updates. This underscores the significant value a centralized *ServiceNow* system could provide in addressing these needs.

Understanding these real challenges helps the team design solutions that are not only efficient but also user-friendly and supportive of the educational environment.

Example:

In an educational institution, users such as administrators, faculty, IT staff, and students interact with *ServiceNow* to manage academic and support-related tasks. Our empathy mapping explicitly identified critical challenges within educational administration, including complexities in managing extensive data volumes, inaccuracies resulting from manual data entry, and limited transparency into student progress metrics. These insights were instrumental in the development of an advanced Educational Management System within *ServiceNow*. The system automates core administrative processes, centralizes data repositories, and facilitates real-time monitoring of records and academic performance indicators. This solution enables more efficient workflows, enhances data integrity, and increases confidence among administrators, educators, and management in their daily operational decision-making.

Educational Organization using ServiceNow

What Users Say

- I need faster support for student and faculty requests
- It's hard to track pendling approvals or ticket status
- Managing student data and course services should be simpler

What Users Think

- The current workflow delays academic & IT request fulfillment
- Automated reminders and visibility would help reduce manual work
- A centralized system can improve coodination across departments

User

What Users Do

- Raise and track support tickets for academic & IT services
- Approve student requests for course access, labs, or ID services
- Follow up manually through email or cails
- Manage student records, access, and service permissions

What Users Feel

- Frustrated when requests pile up with no visibility
- Overwhelmed by manual follow-ups and scattered communication
- Concerned about student service quality and response time
- Eager for a more automated and transparent system

Outcome Insight:

By empathizing with users, we see the need for **a streamlined ServiceNow experience** that supports academic tasks, assists student needs, enhances transparency, and improves service efficiency across the campus.