Ideation Phase
Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID31281
Project Name	EDUCATIONAL ORGANISATION USING SERVICENOW
Maximum Marks	4 Marks

Empathy Map Canvas:

- **Says:** "I wish our systems were faster and more reliable for managing student and IT services."

- **Thinks:** "There has to be a better way to track requests and reduce manual follow-ups."

- **Does:** Logs complaints manually, checks multiple platforms, follows up via email or phone.

- **Feels:** Frustrated, ignored, and overwhelmed due to delays and lack of visibility.

- **Needs:** A centralized, automated solution that simplifies and tracks all service processes.

- **Gains:** Faster resolution, improved communication, and a better experience for students and staff.

Example-Student User

Student User

- **Says:**
  "I submitted an IT request last week, but I haven't received any update yet."

- **Thinks:**
  "If I don't get this issue fixed soon, it will affect my assignment submission."

- **Does:**
  Keeps checking email and contacts the support desk manually for status updates.

- **Feels:**
  Anxious and frustrated due to lack of communication and delayed resolution.

- **Needs:**
  A platform where requests can be tracked in real time and resolved quickly.

- **Gains:**
  Confidence in institutional support, better time management, and less academic disruption.

Reference:

1. https://github.com/Mounika-penke/Educational-Organisation-Using-Servicenow

2. https://dev337531.service-now.com/now/nav/ui/classic/params/target/ui_page.do%3Fsys_id%3D4a733dfa830622102e10b0d6feaad31f