

# IDEATION PHASE

## EMPATHIZE & DISCOVER

<b>DATE</b>	7 NOVEMBER 2025
<b>TEAM ID</b>	NM2025TMID09139
<b>PROJECT NAME</b>	EDUCATIONAL ORGANIZATION USING SERVICENOW
<b>MAXIMUM MARKS</b>	4 MARKS

### Empathy Map Canvas:

In the *Empathize & Discover* phase, the team analysed how students, faculty, and administrators manage academic and administrative tasks manually. They found delays, miscommunication, and errors caused by paper-based forms and email-based processes. Students face slow approvals, faculty struggle with attendance and record accuracy, and administrators lack centralized visibility.

These findings emphasized the need for a **ServiceNow-based platform** to automate workflows, improve communication, and provide real-time data access. The insights guided the team to design an integrated solution that enhances efficiency, transparency, and user satisfaction.

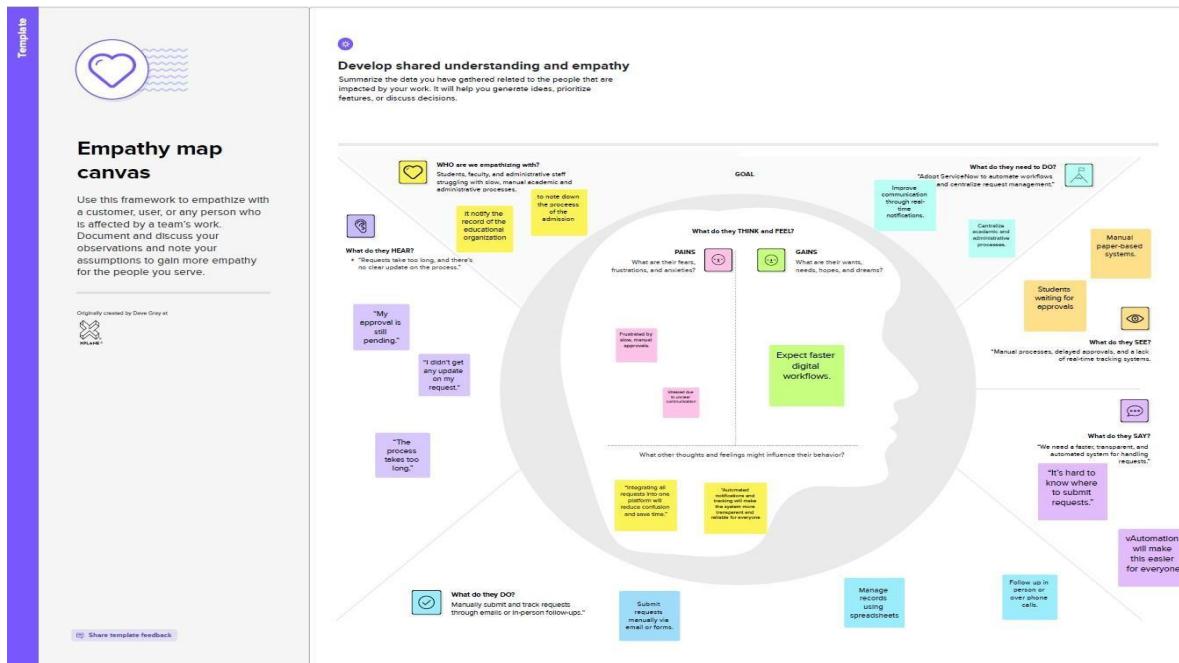


Fig1: Empathy Map representing user experiences and expectations in educational management.