

Ideation Phase

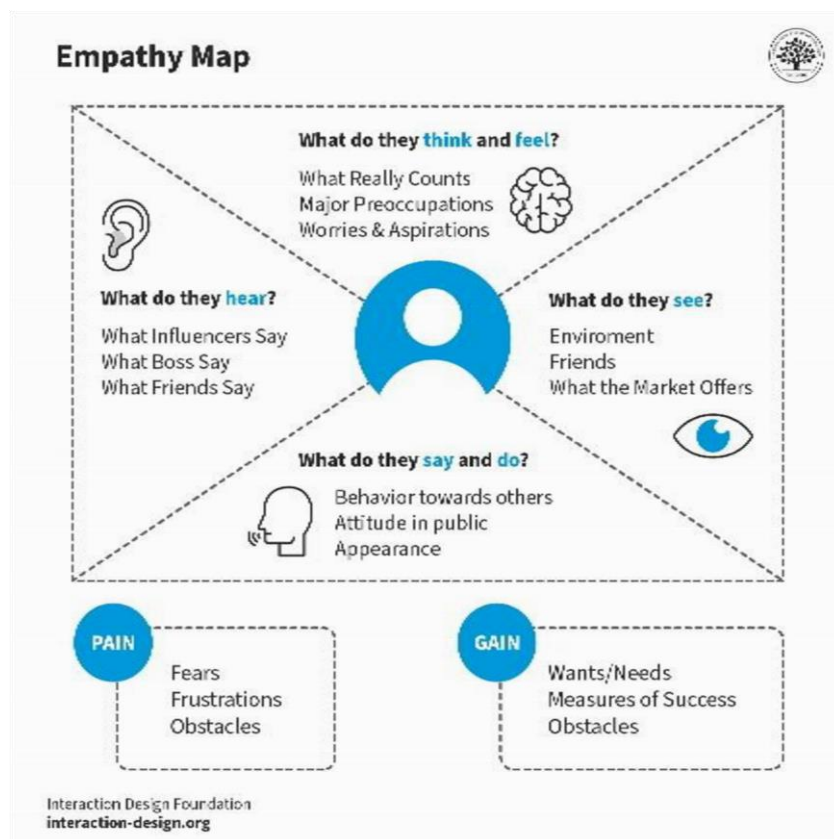
Empathize & Discover

Date	25 May 2025
Team ID	LTVIP2025TMID28869
Project Name	Educational Organisation using Servicenow
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas is a useful tool for educational organizations leveraging ServiceNow to better understand the needs and experiences of their students, faculty, and staff. By mapping what users say, think, do, and feel, institutions can identify pain points and opportunities for service improvement. Integrated with ServiceNow's workflow and case management capabilities, the empathy map guides the design of more human-centred IT support, facilities management, and student services. This helps create a more responsive, intuitive, and personalized campus experience.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas> <https://empathyimages.com>

Example: Buying a child's first bike

