

# Ideation Phase

## Define the Problem Statement

Date	
Team ID	NM2025TMID05570
Project name	Educational Organization using ServiceNow
Maximum Marks	4 Marks

### Problem Statement Template:

The educational organization faces challenges in providing equitable access to quality learning opportunities, ensuring consistent teaching standards, and effectively utilizing technology to enhance learning outcomes. Many students still encounter barriers such as limited resources, unequal support, and lack of engagement, while educators often struggle with outdated methods and insufficient training. These issues hinder both academic performance and skill development, highlighting the need for innovative, data-driven, and learner-centered solutions that promote inclusivity, improve teaching effectiveness, and prepare students for the demands of a rapidly evolving world.

## Problem and Solution

### 1. Student-Centric Challenges

Problem Area	Common Problems	Practical Solutions
Engagement & Motivation	• Low student motivation	💡 Personalized learning academic support
Well-being & Mental Health	• Academic stress/anxiety Social isolation	💬 Increase school counseling

### 2. Administrative and Management Challenges

Personnel & Staffing	Financial Resources	Technology Integration
Shortage of qualifing	• Shortage of qualified	Professional development
• Indeuquate necessary technology	• Indequate funding funding	Robust IT infrastucture

### 3. Curriculum and Instruction Challenges

Curriculum Reletance	Assessment Methods	Teaching Quality
Curriculum Reletance	• Curriculum is outdated	Formative assessments
Review and update curriculum	• High-stakes testing	Peer observation and coaching

The most effective strategy often involves leveraging technology (such a comprehensive School Management System) to streamline administration, freeing up resources and staff time to focus on the core mission: improving student outcomes and well-being.

**Example:**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A Faculty Member	Assess student learning accurately and quickly for immediate feedback.	I spend hours grading papers and calculating scores manually.	The digital learning platform doesn't have robust, customizable auto-grading features for non-multiple-choice assessments.	Overwhelmed and inefficient
PS-2	A School Administrator	Communicate critical updates (e.g., closures, safety alerts) to the entire school community instantly.	Messages often get missed by parents or teachers.	There is no single, unified communication channel that reliably reaches everyone across email, text, and an app.	Anxious and unprepared
PS-3	A Student	Find the specific support I need for a subject I'm struggling with (e.g., math tutoring).	I don't know who to ask, or the available resources are conflicting or fully booked.	The school lacks a centralized, visible scheduling system for academic support and tutoring services.	Lost and frustrated
PS-4	An IT Manager	Maintain and update all educational software licenses and user accounts before the new school year.	The license renewals are scattered across various departments.	There is no central asset or license management system tied to staff/student account lifecycles.	Stressed and rushed

**PS-1 (Faculty Member):** As a Faculty Member, I'm trying to assess student learning accurately and quickly so I can provide immediate feedback, but I spend hours grading papers and calculating scores manually. This is because the digital learning platform lacks robust, customizable auto-grading features for non-multiple-choice assessments, which leaves me feeling overwhelmed and inefficient.

**PS-2 (School Administrator):** As a School Administrator, I'm trying to communicate critical updates (like closures or safety alerts) instantly to the entire school community, but important messages often get missed by parents or teachers. This happens because there is no single, unified communication channel that reliably reaches everyone across email, text, and an app, making me feel anxious and unprepared.

**PS-3 (Student):** As a Student, I'm trying to find the specific support I need for a subject I'm struggling with (like math tutoring), but I don't know who to ask, or the available resources are conflicting or fully booked. This is because the school lacks a centralized, visible scheduling system for academic support and tutoring services, which leaves me feeling lost and frustrated.

**PS-4 (IT Manager):** As an IT Manager, I'm trying to maintain and update all educational software licenses and user accounts efficiently before the new school year starts, but the license renewals are scattered across various departments and different expiration dates. This occurs because there is no central asset or license management system tied to staff and student account lifecycles, causing me to feel stressed and rushed.