

Ideation Phase

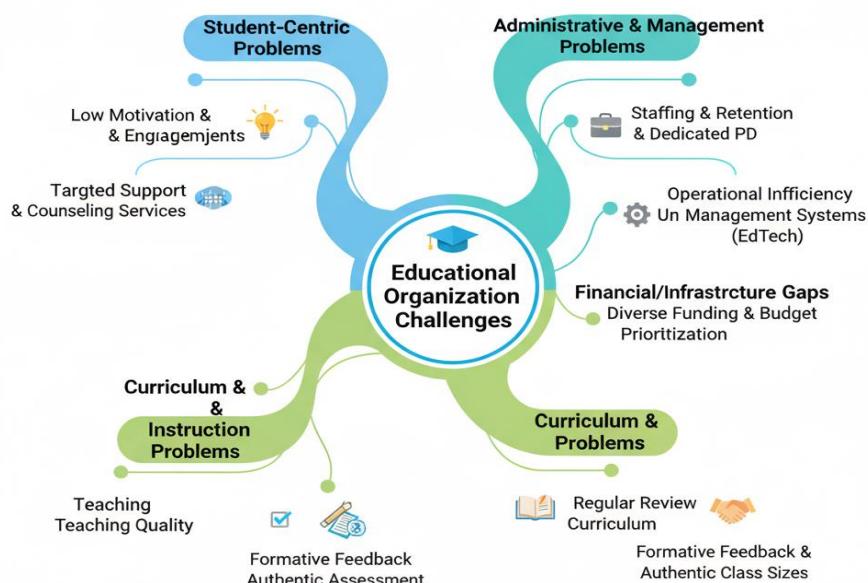
Empathize & Discover

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

Empathy Map Canvas:

The School Administrator constantly thinks about maintaining educational quality and securing adequate district funding, saying things like, "Student safety is my top priority," while simultaneously lamenting the lack of budget for essential staffing. They are frequently observed walking the halls, mediating staff and parent disputes, and responding to emails late into the evening. The administrator sees the reality of crowded classrooms and aging facilities, and hears conflicting pressure from the board ("Test scores are down") and the staff ("The new policy is more paperwork"). This pressure leaves them feeling overwhelmingly stressed and frustrated by bureaucratic fragmentation, driving a critical need for streamlined, centralized operational systems that free them from administrative busywork to focus on leadership and student success.

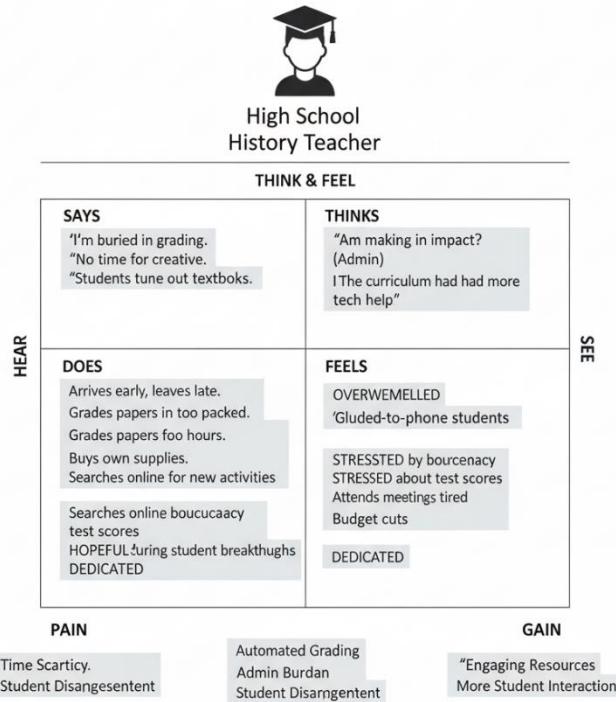
Example 1:



The primary purpose of an Empathy Map is to move a team beyond assumptions by visualizing a stakeholder's complete experience—what they say, think, do, and feel—at a given moment. By highlighting contradictions and uncovering unspoken needs, this visual tool establishes a shared, user-centered understanding that drives smarter design and problem-solving.

Example 2:

Empathy Map Canvas: High School History Teacher



The High School History Teacher is defined by a significant internal conflict: they feel overwhelmed and frustrated by administrative burdens and lack of time, despite their professional desire to provide engaging, high-quality instruction and adequately prepare students for the future. This frustration is confirmed by what they see (colleagues leaving the profession) and what they hear (conflicting demands from students and administration), which contrasts sharply with their actions of consistently working late and purchasing their own materials. Their core problem is not a lack of effort, but a systemic scarcity of time due to inefficient grading and difficulty locating relevant, diverse curriculum, creating a critical need for automated assessment tools and easily accessible, curated resources to recapture their time for meaningful teaching

