

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMIDS54383
Project Name	Educational organisation using service now
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map Canvas is a simple visual tool used to understand users' behaviors, needs, goals, and challenges.

It helps development teams better understand the user's perspective before designing a solution.

Creating an effective ServiceNow solution requires understanding the real problems faced by administrators, teachers, and students in managing academic records.

Target User:

- School Administrator
 - Teacher
 - Academic Coordinator
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1. What the User SAYS

- “Manual record keeping takes too much time.”
 - “Calculating totals and percentages manually is difficult.”
 - “We need accurate and fast result generation.”
 - “Managing large student data is stressful.”
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2. What the User THINKS

- “There must be a better way to automate this process.”
 - “I hope the system calculates marks correctly.”
 - “Data should be stored safely.”
 - “The system should be easy to use.”
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3. What the User SEES

- Large number of student records
 - Manual registers and Excel sheets
 - Frequent calculation errors
 - Delays in result preparation
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⌚ 4. What the User HEARS

- Complaints about incorrect results
 - Requests from students for quick reports
 - Pressure from management for accuracy
 - Suggestions to move towards digital systems
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♡ 5. User PAINS

- Time-consuming manual entry
 - Calculation mistakes
 - Data duplication
 - Difficulty in tracking performance
 - Risk of losing paper records
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★ 6. User GAINS

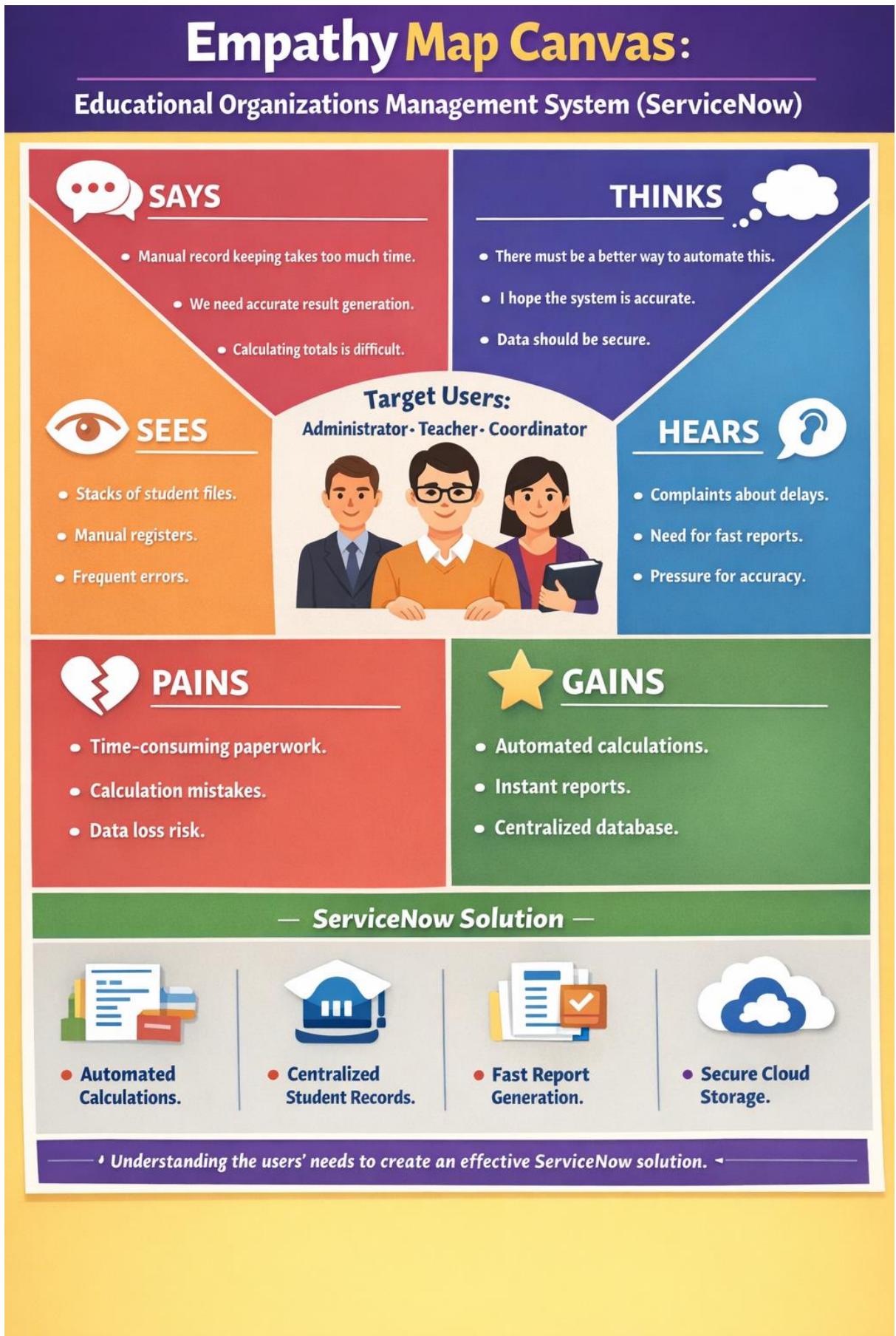
- Automatic total & percentage calculation
 - Instant pass/fail result
 - Centralized student database
 - Easy report generation
 - Improved efficiency
 - Reduced manual errors
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⌚ How ServiceNow Solves This

Using the ServiceNow platform:

- Custom tables store student data
- Client Scripts auto-calculate marks

- EXAMPLE:



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