Ideation Phase
Empathize & Discover

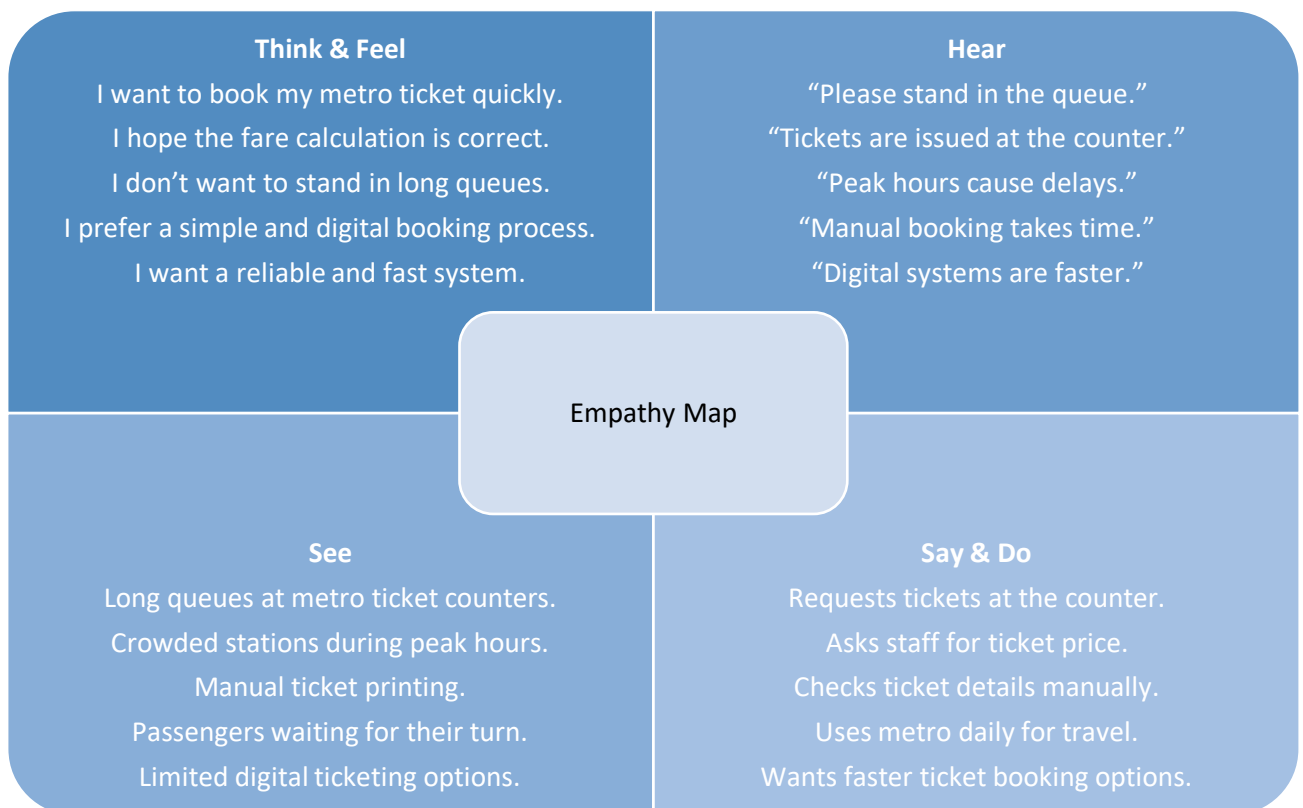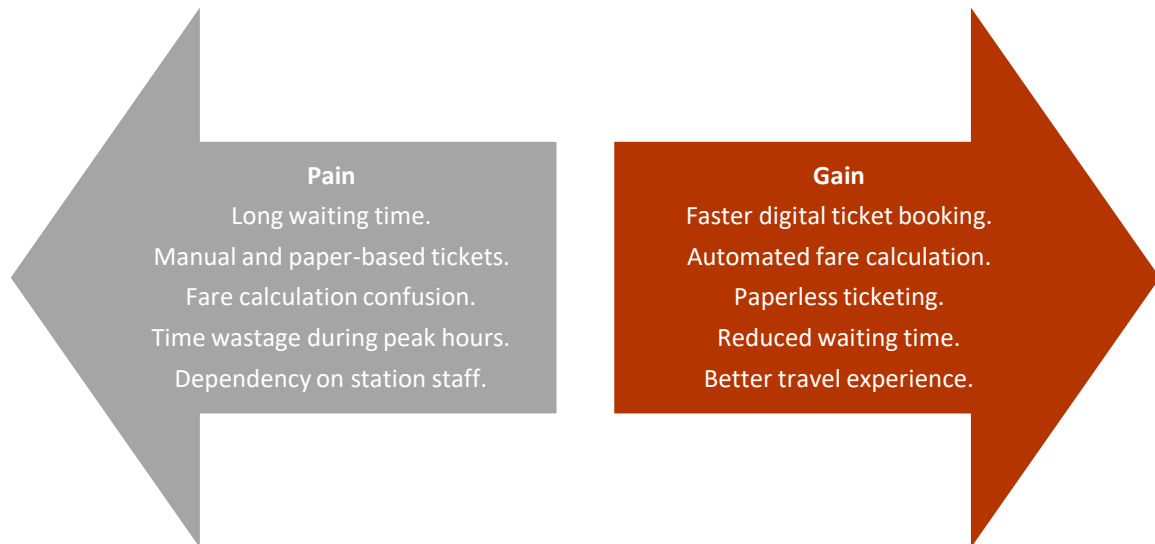| Date	2 Jan 2026
Team ID	
Project Name	Metro Ticket Generating System in ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Think & Feel

I want to book my metro ticket quickly.

I hope the fare calculation is correct.

I don't want to stand in long queues.

I prefer a simple and digital booking process.

I want a reliable and fast system.

Hear

"Please stand in the queue."

"Tickets are issued at the counter."

"Peak hours cause delays."

"Manual booking takes time."

"Digital systems are faster."

Empathy Map

See

Long queues at metro ticket counters.

Crowded stations during peak hours.

Manual ticket printing.

Passengers waiting for their turn.

Limited digital ticketing options.

Say & Do

Requests tickets at the counter.

Asks staff for ticket price.

Checks ticket details manually.

Uses metro daily for travel.

Wants faster ticket booking options.

Pain
Long waiting time.
Manual and paper-based tickets.
Fare calculation confusion.
Time wastage during peak hours.
Dependency on station staff.

Gain
Faster digital ticket booking.
Automated fare calculation.
Paperless ticketing.
Reduced waiting time.
Better travel experience.

Conclusion of Empathize Phase

By understanding the user's emotions, challenges, and expectations, it is evident that there is a strong need for a **digital metro ticket generation system using ServiceNow**. This solution focuses on improving commuter convenience, reducing manual effort, and enhancing operational efficiency.