

Ideation Phase

Empathize & Discover

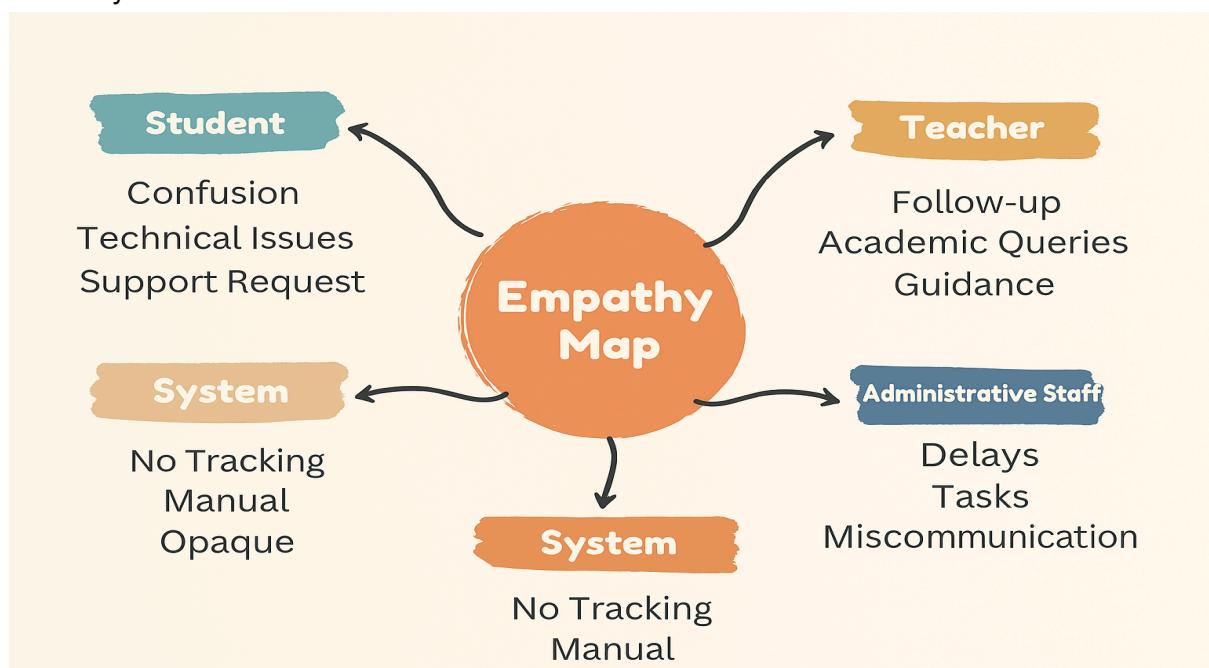
Template

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| Date | 31 OCTOBER 2025 |
| Team ID | NM2025TMID00531 |
| Project Name | Educational Organization using serviceNow |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

In the Empathize & Discover phase, the team explores how students, teachers, and administrative staff currently handle service requests across the campus. Through observation and interviews, they learn that many users feel confused and frustrated due to manual request handling, unclear communication channels, and a lack of tracking or updates. Students often don't know where to raise issues, teachers struggle to follow up on academic or technical requests, and staff face delays in resolving tasks because information gets lost in emails or verbal communication.

By engaging with users, the team discovers that the absence of a centralized system leads to mismanaged requests, workflow delays, and communication gaps. Users express the need for a platform that is easy to access, provides clear status updates, and streamlines request management. These insights show how valuable a centralized ServiceNow system could be in improving transparency, reducing workload stress, and enhancing response efficiency.

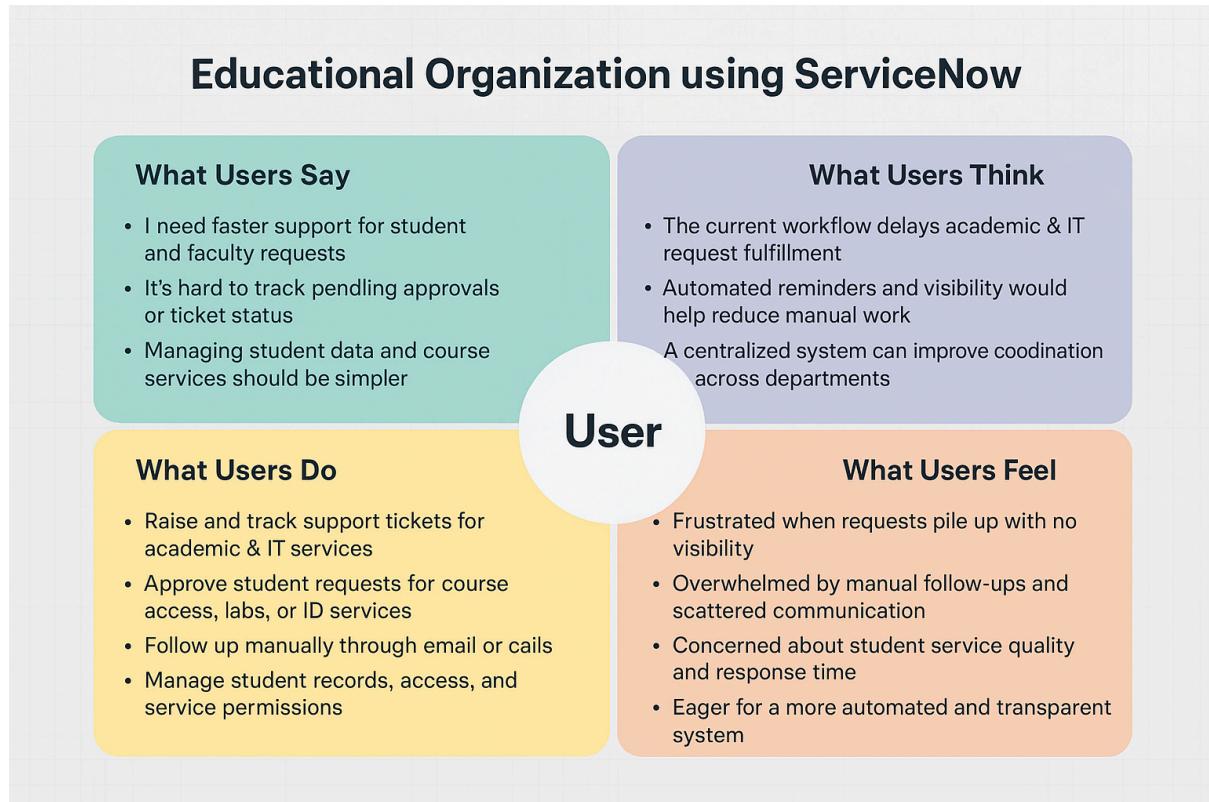


Understanding these real challenges helps the team design solutions that are not only efficient but also user-friendly and supportive of the educational environment.

Example:

In an educational institution, users such as administrators, faculty, IT staff, and students interact with ServiceNow to manage academic and support-related tasks.

Understanding their thoughts, feelings, and challenges helps improve workflows and enhance service delivery



Outcome Insight

By empathizing with users, we see the need for a **streamlined ServiceNow experience** that supports academic tasks, assists student needs, enhances transparency, and improves service efficiency across the campus.