

Date: 01/11/2025

Time ID: NM2025TMID06892

Project Name: **Education Organisation using ServiceNow**

Maximum Marks: 2 Marks

Empathy Map Canvas

In the **Empathize & Discover** phase, the team studied how students, faculty, and administrative staff interact with existing institutional systems and processes. They discovered that most requests — such as academic queries, IT issues, and leave approvals — were handled manually, resulting in slow response times and poor visibility.

Through interviews and observations, the team identified that students often face delays in receiving updates, while faculty and administrative staff struggle to track multiple requests and manage workloads effectively. Communication gaps between departments further complicate issue resolution.

By gathering these insights, the team gained a clearer understanding of the daily challenges faced by the users.

It became evident that implementing an **automated ServiceNow-based management system** could improve coordination, provide real-time status tracking, and reduce manual dependencies.

These findings will help design a **user-focused, efficient, and transparent platform** that enhances communication, accelerates issue resolution, and improves the overall experience for everyone in the educational organization.