

Ideation Phase

Empathize & Discover

Date	4 November 2025
Team ID	NM2025TMID00231
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

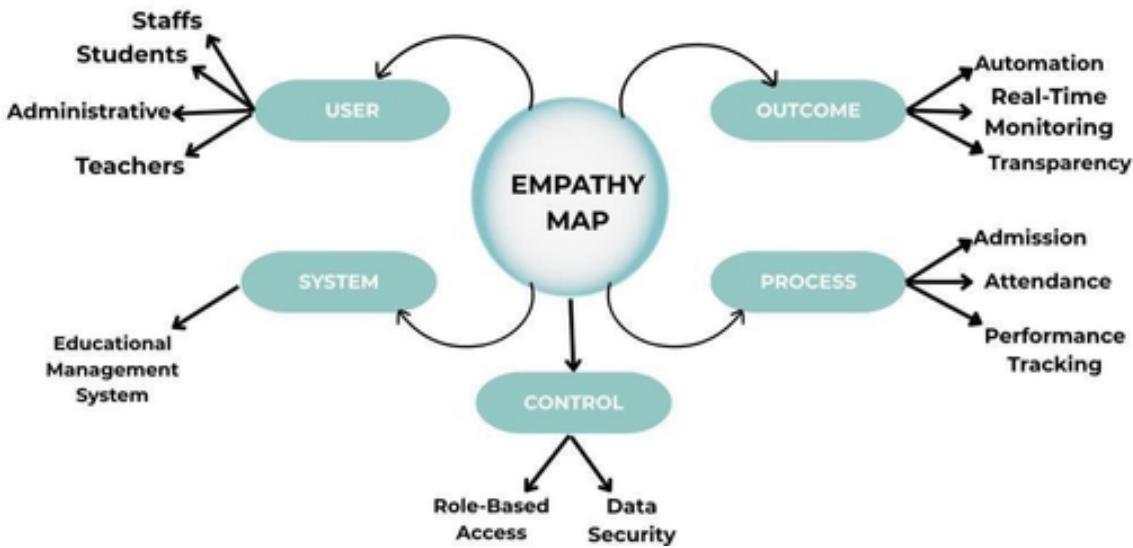
In the Empathize & Discover phase, the team observes how educational administrators, staff, and teachers currently manage academic and administrative tasks. They realize that handling huge volumes of student records, teacher information, and admission-related data manually creates delays and confusion. Many institutions still struggle to track student progress

effectively because information is scattered across multiple systems.

By interviewing academic coordinators and administrative teams, the team discovers that these challenges lead to issues like data entry errors, slow admission processing,

miscommunication, and difficulty in monitoring academic performance in real time.

Gathering these insights helps the team clearly understand the real struggles in daily educational operations. This makes it evident that automated workflows, centralized data management, and smart dashboards through ServiceNow are needed. These insights guide the design of a more organized, accurate, and user-friendly Educational Management System using ServiceNow.



Example:

The empathy map helped us understand the real challenges faced by educational institutions in managing academic and administrative work. It clearly shows their pain points, actions, and needs for better automation and centralized data management.

By deeply understanding the users through empathy mapping, we identified the critical risks, challenges, and frustrations faced by educational institutions in managing their administrative operations. These insights revealed pain points such as difficulty in handling

large volumes of student and teacher data, lack of data accuracy, manual workload during admission processing, and limited visibility of student progress. As a result, we designed a smarter Educational Management System in ServiceNow that automates key processes,

centralizes data, and provides real-time tracking of records and academic performance. This ensures faster workflows, improved data reliability, and enhances confidence among administrators, teachers, and management in daily academic and operational

decisionmaking.

THINK & FEEL
Need automation
Reduce manual work
Ensure data accuracy

HEAR
Update records
Where is status?
Send report

SEE
Multiple systems
No unified status
Delayed approvals

PAIN
Manual workload
Data mismatch

SAY & DO
Follow up dept
Search mails
Recheck data

GAIN
Faster process
Central platform