Ideation Phase

Define the Problem Statements

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Project Name: Educational Organization Management Using ServiceNow

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Customer Problem Statement Template:

Educational institutions often face challenges in efficiently managing academic and administrative processes using traditional, manual systems. Tasks like student record management, course enrollment, attendance tracking, faculty coordination, and IT service requests are often handled separately — leading to **data duplication, miscommunication, and delays**.

These disconnected workflows result in inefficiencies that affect both students and staff. For example, students may experience delays in approvals or updates, while administrators struggle to track and resolve academic or support requests in real time.

Institutions need a **centralized ServiceNow-based platform** that integrates student, faculty, and administrative operations into one seamless system. Automating workflows, generating real-time reports, and improving communication can enhance transparency, accuracy, and user satisfaction. This solution will significantly improve productivity, data integrity, and overall institutional performance.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But because	Which makes me feel
PS-1	An Administrator	Manage student and staff records digitally	The current manual process is slow and fragmented	Overwhelmed and inefficient
PS-2	A Faculty Member	Track course schedules and student progress	There's no unified system to access or update data easily	Frustrated and limited in visibility

Problem Statement PS 1:

As an **administrator** of an educational organization, I am trying to manage student records, staff data, and academic workflows efficiently. However, the existing manual or partially automated systems make it difficult to maintain consistency across departments.

This inefficiency causes delays in communication and data errors that disrupt decision-making. I need a **centralized platform in ServiceNow** that automates workflows like admissions, grading, and communication tracking to ensure smooth operations and data accuracy.

Problem Statement PS 2:

As a **faculty member**, I want to manage course schedules, track student attendance, and report performance seamlessly. However, the absence of an integrated academic management system causes frequent errors and data mismatches.

This leads to wasted time and confusion among staff and students. A **ServiceNow-based education management solution** would help automate academic tracking, ensure transparency, and improve collaboration across departments — creating a more efficient learning environment.