

Ideation Phase

Empathize & Discover

Date	2 November 2025
Team ID	NM2025TMID07809
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

This Empathy Map Canvas focuses on understanding the needs, emotions, and behaviors of stakeholders in a college environment — including students, faculty, administrative staff, and IT teams — as they interact with ServiceNow to improve institutional performance and student experience.

Stakeholders:

- Students
- Faculty Members
- Administrative Staff
- IT Support Team
- Management

Section	Details
Says	<p>"Managing student data manually is time-consuming."</p> <p>"I wish there was a system to reduce our paperwork."</p> <p>"We spend hours just to compile performance results."</p>
Thinks	<p>"Is there a smarter way to handle these repetitive tasks?"</p> <p>"We might make errors in data entry that could affect student records."</p> <p>"Technology could help, but I don't know where to start."</p>
Does	<ul style="list-style-type: none"> -Fills out admission forms manually -Updates student marks in notebooks or Excel -Keeps track of admission status by hand -Sends data manually to other departments
Feels	<ul style="list-style-type: none"> Frustrated due to inefficiency Anxious about data accuracy Bored of repetitive tasks Curious about digital solutions
Pain Points	<ul style="list-style-type: none"> Time-consuming manual entries Prone to human errors

	No easy tracking of
Gains / Needs	A digital platform to store and update student data Auto-calculated results Easy, error-free admission tracking A clean and user-friendly interface

Insights:

Implementing ServiceNow in an educational organization can lead to:

- Unified platform for academic, administrative, and IT services.
- Reduced manual paperwork and faster approvals.
- Improved communication between departments.
- Increased satisfaction among students and staff.