

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMIDS24889
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Section	Details
Says	“Managing student records manually takes a lot of time.” “There should be a way to reduce paperwork.” “Preparing performance reports requires several hours.”
Thinks	“There must be a smarter way to manage repetitive tasks.” “Manual data entry may cause errors in student records.” “Technology could simplify this process, but I’m not sure where to begin.”
Does	Fills out admission forms manually. Updates student marks in notebooks or Excel sheets. Tracks admission status by hand. Sends student data manually to other departments.
Feels	Frustrated because of inefficiency. Anxious about possible data mistakes. Tired of repetitive administrative work. Interested in digital solutions.
Pain Points	Time-consuming manual entries. Prone to human errors. No efficient system for tracking admissions and records.
Gains / Needs	A digital platform to store and update student information. Automatic result calculation. Simple and accurate admission tracking. A clean and user-friendly interface.