

Ideation Phase

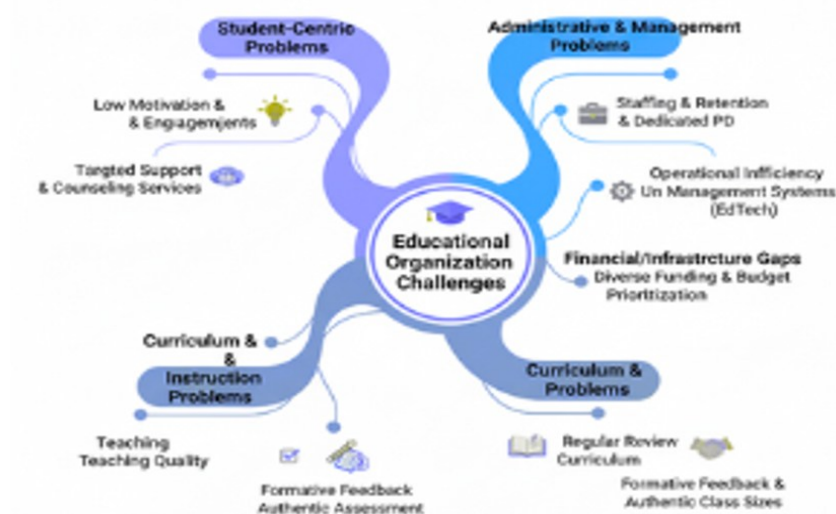
Empathize & Discover

Date	15-09-2025
Team ID	NM2025TMID00843
Project Name	Educational Organization using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

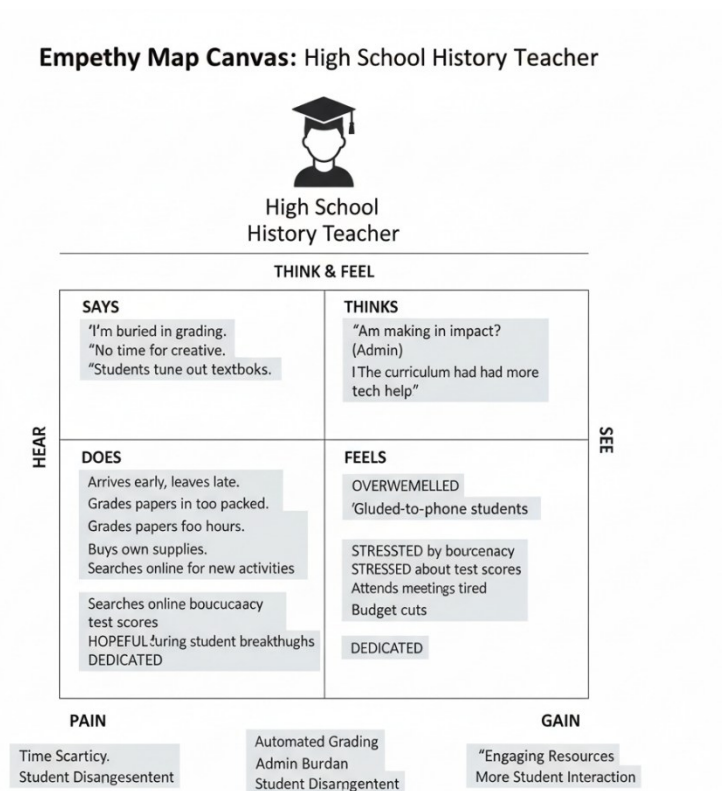
The School Administrator is primarily concerned with maintaining educational standards and ensuring adequate district funding. They frequently state that student safety is their highest priority but often express frustration over the limited budget for essential staff. Their daily routine involves walking through school halls, resolving issues between staff and parents, and responding to emails late at night. Faced with challenges such as overcrowded classrooms, outdated facilities, and competing expectations from both the school board (“Test scores are down”) and staff (“The new policy increases paperwork”), the administrator experiences significant stress and dissatisfaction with bureaucratic inefficiencies. These pressures highlight the need for a more streamlined and centralized operational system that can reduce administrative workload and enable the administrator to focus more effectively on leadership and student achievement.

Example 1:



The main purpose of an Empathy Map is to enable teams to look beyond assumptions by visually depicting a stakeholder's overall experience—what they say, think, do, and feel—at a given point in time. By highlighting inconsistencies and identifying unspoken needs, this tool encourages a shared, user-focused understanding that enhances the effectiveness of design and problem-solving processes.

Example 2:



The High School History Teacher faces an ongoing internal conflict. Despite a strong dedication to delivering engaging lessons and preparing students for success, they often feel burdened by administrative tasks and a continual shortage of time. This frustration is intensified by witnessing colleagues leave the profession and by hearing conflicting expectations from students and administrators. Nevertheless, their actions reveal deep commitment—working late hours and personally purchasing classroom supplies. The core problem is not a lack of dedication but systemic inefficiencies, including time-consuming grading and limited access to relevant, diverse teaching materials. These issues emphasize the need for automated assessment systems and curated educational resources that help teachers focus more on meaningful instruction and student development.