

Ideation Phase

Empathize & Discover

Team ID	NM2025TMID01180
Project Name	Educational Organisation using ServiceNow
Maximum Marks	

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
Gains / Needs	<ul style="list-style-type: none">❖ A digital platform to store and update student data❖ Auto-calculated results❖ Easy, error-free admission tracking❖ A clean and user-friendly interface