

## 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	<p>-Fills out admission forms manually</p> <p>-Updates student marks in notebooks or Excel</p> <p>-Keeps track of admission status by hand</p> <p>-Sends data manually to other departments</p>
Feels	<ul style="list-style-type: none"> <li>❖ Frustrated due to inefficiency</li> <li>❖ Anxious about data accuracy</li> <li>❖ Bored of repetitive tasks</li> <li>❖ Curious about digital solutions</li> </ul>

Pain Points	<ul style="list-style-type: none"> <li>❖ Time-consuming manual entries</li> <li>❖ Prone to human errors</li> <li>❖ No easy tracking</li> </ul>
Gains / Needs	<ul style="list-style-type: none"> <li>❖ A digital platform to store and update student data</li> <li>❖ Auto-calculated results</li> <li>❖ Easy, error-free admission tracking</li> <li>❖ A clean and user-friendly interface</li> </ul>