

## Ideation Phase

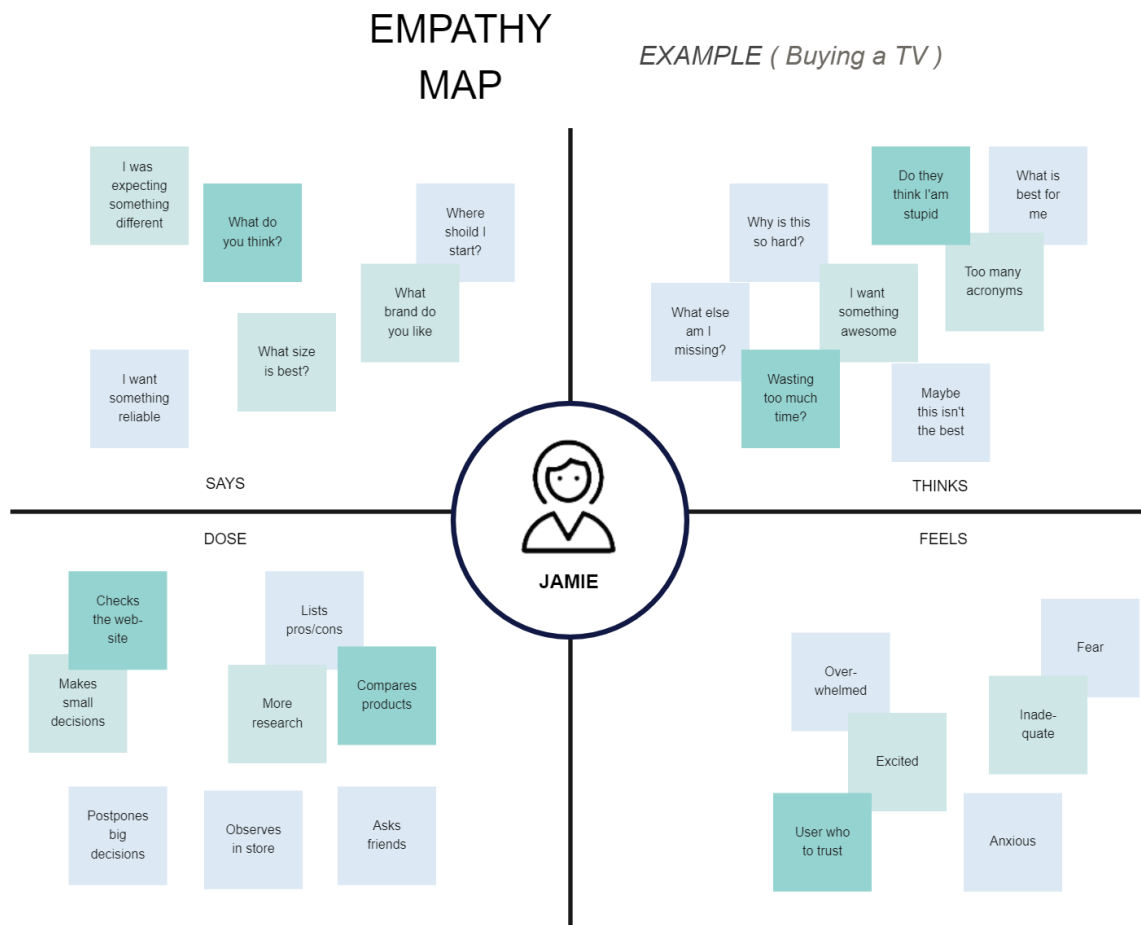
### Empathy Map Canvas

#### Educational Organisation Management using ServiceNow

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Project Name	Educational Organisation Management using ServiceNow

#### Empathy Map Canvas – Educational Organisation Management System

An **Empathy Map** helps to understand the needs, thoughts, feelings, and behaviors of the end users—in this case, **students, teachers, and administrators**—to design a system that truly addresses their pain points.



## 1. Overview

### Purpose:

The Empathy Map Canvas is designed to explore the experiences of the key stakeholders in an educational institution. It captures their **thoughts, feelings, actions, and challenges** to guide the development of a ServiceNow-based Education Management System that is user-friendly, efficient, and aligned with institutional goals.

### Key Stakeholders:

- **Students:** The primary recipients of educational services, concerned with seamless access to learning resources, attendance tracking, and performance monitoring.
- **Teachers/Faculty:** Responsible for teaching, assessment, and academic guidance, requiring efficient tools for grading, communication, and reporting.
- **Administrators:** Oversee admissions, records, compliance, and workflows; need automation, dashboards, and reporting for operational efficiency.

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## 2. Empathy Map Quadrants

### A. Says

Captures what stakeholders verbalize about their experiences, expectations, and frustrations.

- **Students:**
  - “I need a single platform to check my grades, attendance, and assignments.”
  - “Admission and enrollment processes are slow and confusing.”
  - “I want timely updates about events, exams, and deadlines.”
- **Teachers:**
  - “Grading and performance tracking take too much time.”
  - “I wish I could see students’ progress in real time.”
  - “Communication with administrators and students is fragmented.”
- **Administrators:**
  - “Manual processes are error-prone and consume excessive time.”
  - “I need a centralized system to manage records and approvals efficiently.”
  - “Reporting for compliance and management decisions is complicated.”

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### B. Thinks

Reflects stakeholders’ thoughts and perceptions, even if not directly spoken.

- **Students:**
  - “I hope the system is easy to navigate and reliable.”
  - “Will my attendance and grades be accurately recorded?”
  - “I want transparency in administrative decisions.”
- **Teachers:**
  - “I need tools to streamline repetitive tasks so I can focus on teaching.”
  - “Will the system reduce paperwork and errors?”

- “How can I access real-time insights for student performance?”
  - **Administrators:**
    - “I want to minimize manual effort and reduce operational bottlenecks.”
    - “Data accuracy is critical for audits and compliance.”
    - “Can we improve interdepartmental communication through a single platform?”
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## **C. Does**

Describes actions and behaviors of stakeholders in their current environment.

- **Students:**
    - Use multiple portals or spreadsheets to check grades, attendance, and schedules.
    - Visit administration offices to submit forms or resolve queries.
    - Communicate with teachers via email, messaging apps, or notice boards.
  - **Teachers:**
    - Maintain paper records or spreadsheets for attendance and grades.
    - Send manual notifications to students regarding exams or assignments.
    - Follow cumbersome approval processes for academic or administrative requests.
  - **Administrators:**
    - Handle admissions, fee collection, and approvals manually or across fragmented systems.
    - Generate reports periodically for management and compliance purposes.
    - Track student and faculty data using multiple disconnected tools.
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## **D. Feels**

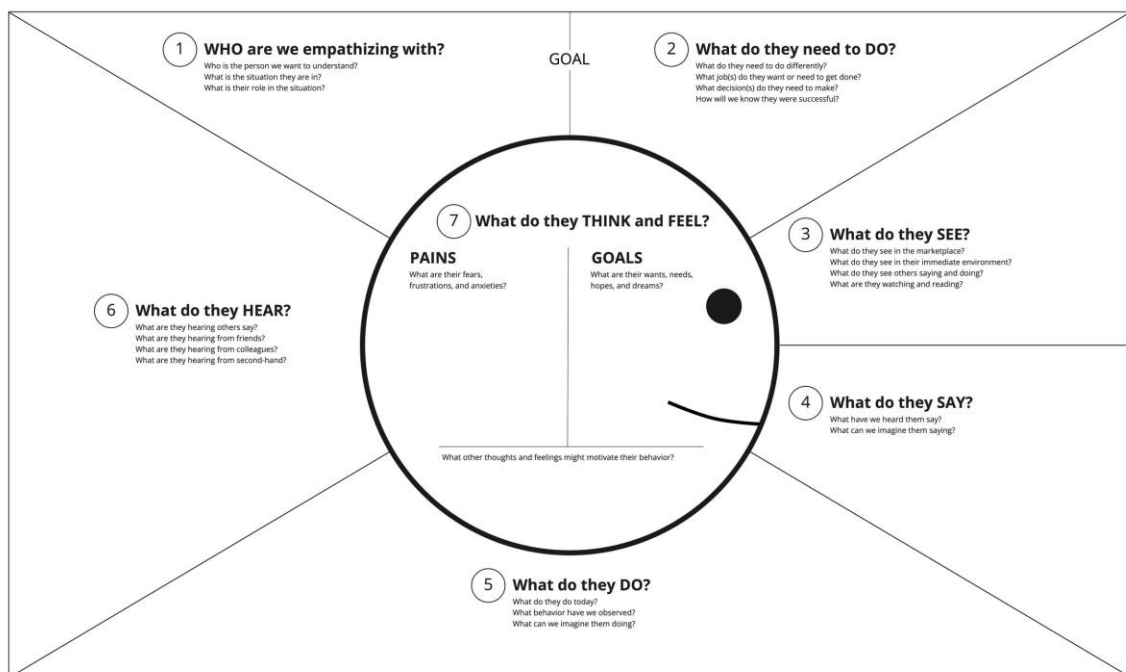
Captures emotions and frustrations stakeholders experience due to current processes.

- **Students:**
  - Frustrated with slow admission and registration processes.

- Confused due to lack of clarity in academic performance tracking.
  - Anxious about missing updates or deadlines.
  - **Teachers:**
    - Overwhelmed with repetitive administrative tasks.
    - Stressed due to inconsistent student data or delayed approvals.
    - Concerned about student engagement and accurate assessment.
  - **Administrators:**
    - Frustrated with inefficiencies and risk of errors in manual workflows.
    - Pressured to provide accurate reports and maintain compliance.
    - Concerned about maintaining transparency and communication across departments.
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Reference: Dave Gray, xplane.com

## EMPATHY MAP CANVAS



## 3. Insights & Opportunities

From the Empathy Map, we derive **key insights** and opportunities for designing the ServiceNow-based system:

1. **Centralized Platform Needed:**

Stakeholders need a single, integrated platform to manage admissions, records, attendance, grades, and communication.

2. **Automation Reduces Frustration:**

Automating repetitive workflows can minimize errors and save time for teachers and administrators.

3. **Real-Time Data Access:**

Students and teachers require up-to-date information on performance, schedules, and announcements.

4. **Enhanced Communication:**

Interdepartmental notifications, alerts, and messaging can improve efficiency and transparency.

5. **User-Friendly Interface:**

A simple, intuitive design will ensure adoption by all stakeholders and reduce learning curves.

6. **Analytics for Decision Making:**

Administrators need dashboards and reports to track student performance, monitor attendance trends, and optimize institutional processes.

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## 4. Conclusion

The Empathy Map Canvas provides a **deep understanding of the stakeholders' needs, behaviors, and pain points**. By focusing on what users say, think, do, and feel, the ServiceNow-based Educational Organisation Management System can be designed to:

- Reduce administrative inefficiencies
- Improve transparency and communication
- Provide accurate, real-time insights for better decision-making
- Enhance user satisfaction for students, teachers, and administrators

This structured approach ensures that the solution is **human-centered**, addressing real challenges while aligning with institutional goals.