

Ideation Phase

Empathize & Discover

Date	2 November 2025
Team ID	NM2025TMID02535
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

Section	Details
Says	"Managing student data manually is timeconsuming." "I wish there was a system to reduce our paperwork." "We spend hours just to compile performance results."
Thinks	"Is there a smarter way to handle these repetitive tasks?" "We might make errors in data entry that could affect student records." "Technology could help, but I don't know where to start."
Does	-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	Frustrated due to inefficiency Anxious about data accuracy Bored of repetitive tasks

	Curious about digital solutions
Pain Points	Time-consuming manual entries Prone to human errors

This Empathy Map Canvas focuses on understanding the needs, emotions, and behaviors of stakeholders in a college environment — including students, faculty, administrative staff, and IT teams — as they interact with ServiceNow to improve institutional performance and student experience.

Stakeholders:

- Students
- Faculty Members
- Administrative Staff
- IT Support Team
- Management

	No easy tracking of
Gains / Needs	A digital platform to store and update student data Auto-calculated results Easy, error-free admission tracking A clean and user-friendly interface

Insights:

Implementing ServiceNow in an educational organization can lead to:

- Unified platform for academic, administrative, and IT services.
- Reduced manual paperwork and faster approvals.
- Improved communication between departments.
- Increased satisfaction among students and staff.