Ideation Phase

Empathize & Discover

Date:	4 November 2025
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Project:	Educational Organization Automation
Maximum Marks	4 Marks

Empathy map canvas

The Empathy Map Canvas is a critical tool during the Empathize & Discover phase of design thinking. For an educational organization using ServiceNow, it helps us understand the needs, pains, and behaviors of students, teachers, and administrative staff. By mapping out what each stakeholder thinks, feels, says, and does, we can design solutions that address real problems effectively.

Example 1: Streamlining Student Queries

Scenario:

Students often face delays in getting their queries resolved about courses, grades, or fees. ServiceNow can centralize these interactions, but understanding the student experience is crucial.

Empathy Map Insights:

Says: "I have to wait days to get a response about my grades."

Thinks: "Is anyone listening to my issues?"

Feels: Frustrated, anxious, ignored

Does: Frequently emails multiple departments or visits the admin office

Outcome:

By understanding this, the ServiceNow solution can include a student query portal with faster resolution tracking.

Example 2: Supporting Faculty in Administrative Tasks

Scenario:

Faculty members spend a lot of time on administrative tasks, such as attendance tracking or exam scheduling, reducing their focus on teaching.

Empathy Map Insights:

Says: "I'm spending more time on paperwork than teaching."

Thinks: "There must be a more efficient way to handle this."

Feels: Overwhelmed, stressed

Does: Juggles multiple spreadsheets and email threads

Outcome:

ServiceNow can automate administrative workflows, freeing faculty to focus on teaching and mentoring students.

Key Insights

Empathizing helps identify real pain points and opportunities.

ServiceNow can bridge communication gaps between students, faculty, and administration.

A well-designed solution reduces frustration and improves efficiency for all stakeholders.