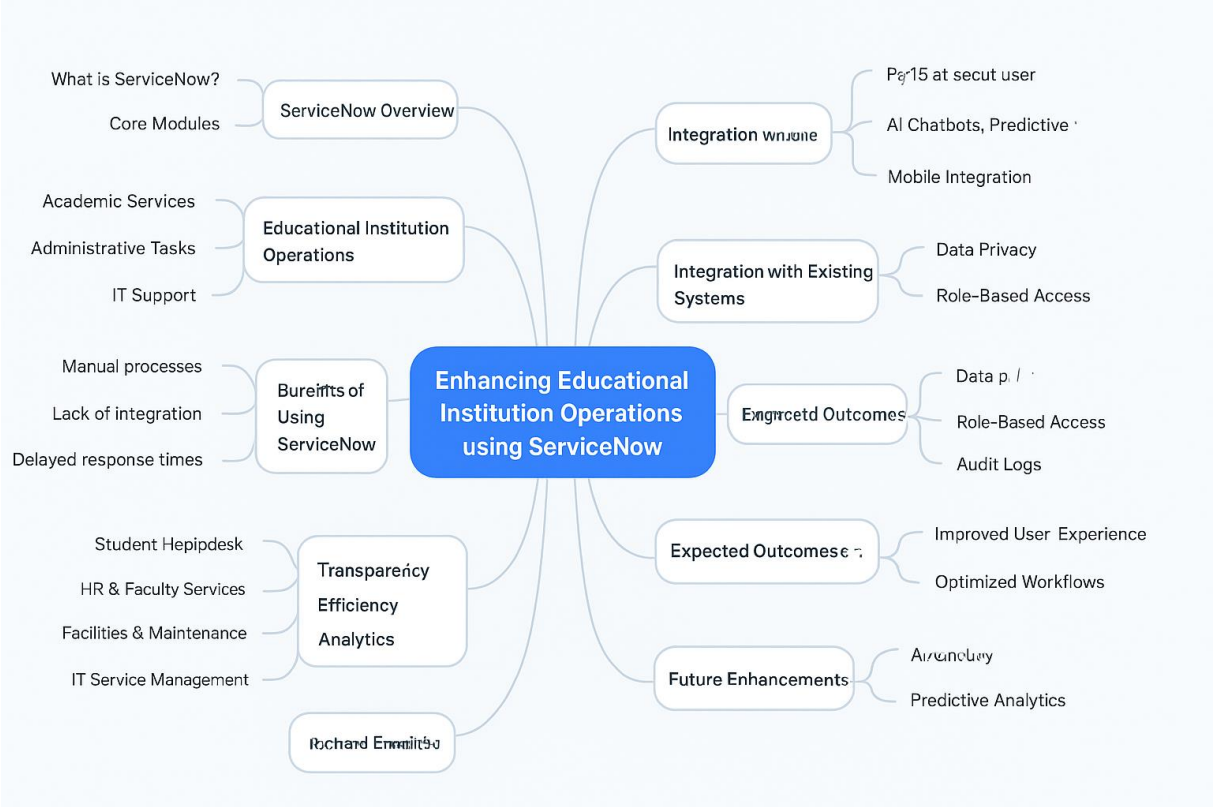
Ideation Phase
Empathize & Discover

Date	27 OCT 2025
Team ID	NM2025TMID01174
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

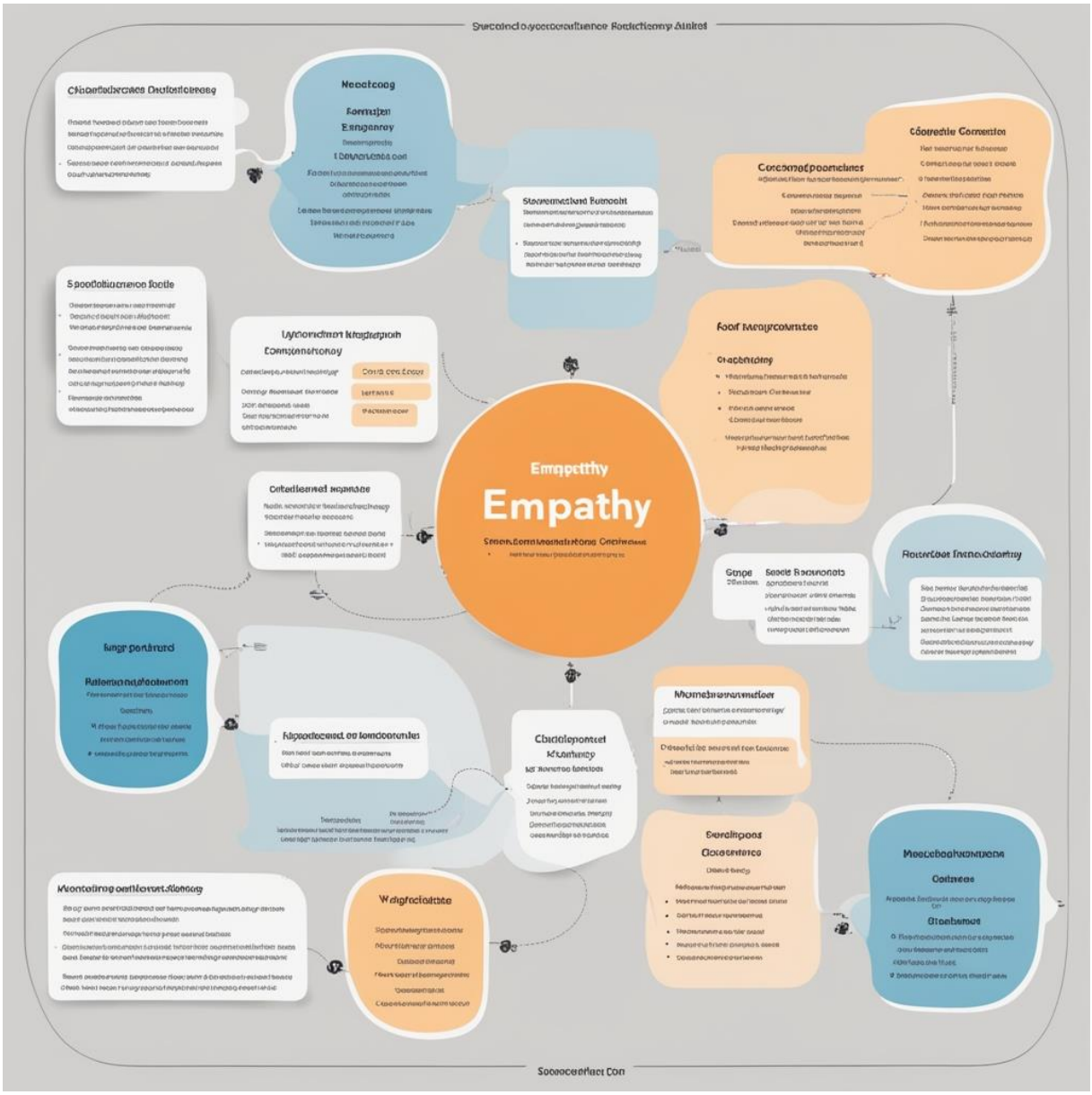
Background: Dr. Sharma has been teaching for 15 years. She is passionate about her research and teaching but finds administrative tasks increasingly burdensome. She uses various university systems, none of which seem to talk to each other. She's moderately tech-savvy but has little patience for clunky, inefficient software.

Example:



Reference: https://www.mural.co/templates/empathy-map-canvas

The empathy map helped us understand user challenges when deleting assigned users. It shows their pain, actions, and needs for better control and alerts. This guided us to design a safer system that prevents accidental deletion.



The **Empathy Map** helps you understand the needs, feelings, and pain points of key stakeholders (students, faculty, admin, IT staff) — so that your ServiceNow implementation truly addresses real challenges.