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Project name	Education organization using servicenow
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Empathy Map Canvas:

An education organization would typically use an empathy map canvas to understand the needs, pains, and gains of specific users when interacting with IT services or other workflows delivered via the ServiceNow platform.

A sample structure and potential content areas for a **student user** might look like this:

Quadrant	Description	Potential Insights (Student User & ServiceNow Portal)
SAYS	What the user vocalizes in interviews or surveys.	"I need to reset my password quickly". "The portal is confusing to navigate". "Where can I find my course schedule?".
THINKS	What the user is thinking but may not verbalize.	"I hope this IT request doesn't take days to resolve". "This system should be as easy to use as a consumer app". "Am I filling out the right form?"
FEELS	The user's emotional state (fears, frustrations, motivations).	Frustrated by long wait times for IT support. Anxious about meeting deadlines if systems are down. Relieved when a request is resolved quickly through the portal.
DOES	The user's actions and behaviors.	Clicks through multiple links to find information. Uses the search bar frequently. Contacts

the help desk via phone after failing to self-serve online.

PAINS

Their fears, frustrations, and obstacles.

Difficulty accessing educational resources off-campus. Slow resolution of technical issues affecting coursework. Unclear communication about service disruptions.

GAINS

Their wants, needs, hopes, and goals.

A single, intuitive portal for all services. Quick and efficient resolution of IT issues. Timely feedback/communication from support staff
