

Ideation Phase

Empathize & Discover

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Team ID: NM2025TMID01577

Project Name: Educational Organization Management Using ServiceNow

Empathy Map Canvas:

In the **Empathize & Discover** phase, the team focuses on understanding how administrators, faculty members, and students interact within an educational organization. Through user observation and interviews, the team discovers that many stakeholders face **frustration due to manual processes, disconnected systems, and delayed communication** in managing academic and administrative tasks.

Administrators struggle to maintain large volumes of student data and track multiple approval workflows. Faculty members find it difficult to monitor student performance and manage courses efficiently. Students often experience delays in responses to their requests and limited visibility into academic updates or status.

By gathering these insights, the team gains a deeper understanding of the daily challenges faced by users. This understanding highlights the need for a **centralized digital platform using ServiceNow**, capable of automating workflows, improving transparency, and providing real-time updates to all stakeholders. These findings guide the development of a solution that is both **efficient and user-friendly**, reducing workload and enhancing communication across departments.

The **empathy map** helped the team understand user frustrations and needs within an educational setup. It outlines their **pain points, actions, and expectations**, offering a human-centered view of how technology can simplify daily institutional operations.

By analyzing the emotional and functional challenges faced by users, the team identified key focus areas such as workflow automation, centralized dashboards, and improved notification systems.

For example:

- Administrators need **simplified data management** and **automated approval systems**.
- Faculty members require **real-time tracking** and **communication tools** for effective teaching.
- Students seek **transparent, fast, and self-service access** to institutional services.

Outcome:

By deeply understanding the users through empathy mapping, the team identified the critical gaps in communication, data handling, and service delivery. These insights revealed pain points like **manual workload**, **information silos**, and **lack of automation**.

As a result, the project aims to design a **ServiceNow-based Educational Management System** that integrates academic, administrative, and support workflows into a single intelligent platform. This ensures **transparency**, **efficiency**, and **real-time collaboration**, enhancing productivity and satisfaction for everyone — from students to management.