

## Ideation Phase

### Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID01749
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

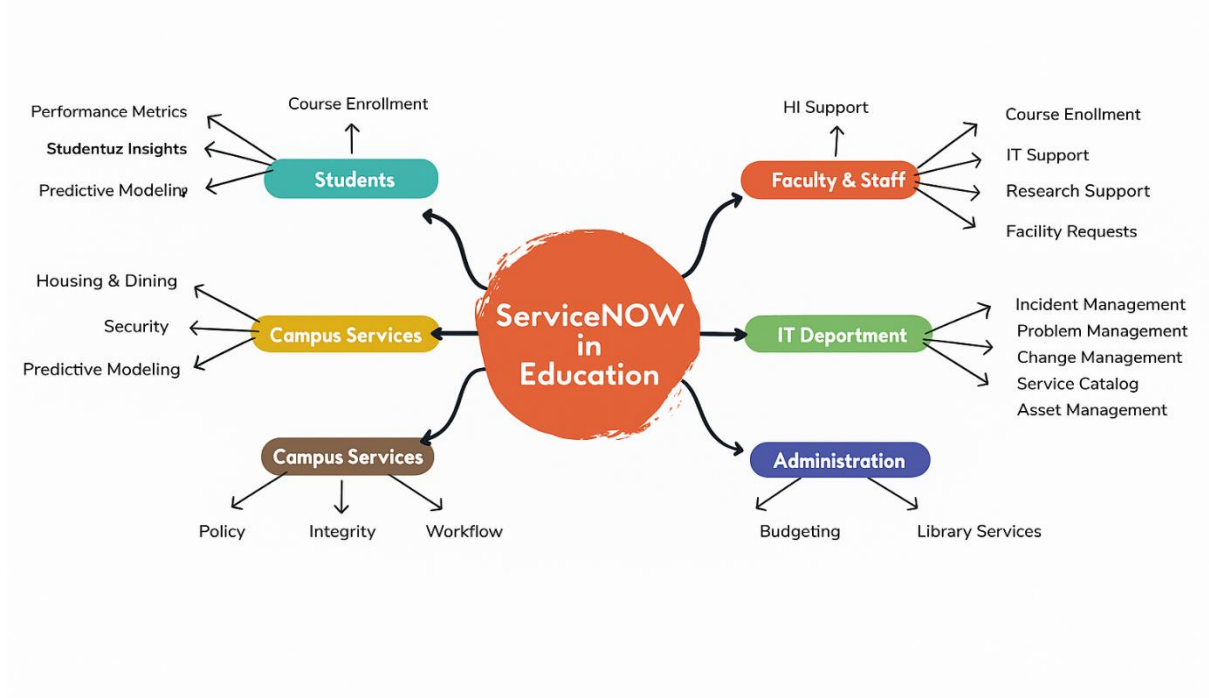
#### Empathy Map Canvas:

In the **Empathize & Discover** phase, the team observes how educational institutions currently manage **student, course, and staff data**. They learn that administrators, teachers, and students often feel frustrated due to **manual record keeping, time-consuming approvals, and lack of centralized access** to important information.

By interviewing school administrators, faculty members, and students, the team discovers that **data duplication, communication delays, and limited tracking systems** cause confusion and inefficiency. Managing admissions, attendance, and academic records across multiple platforms increases workload and reduces productivity.

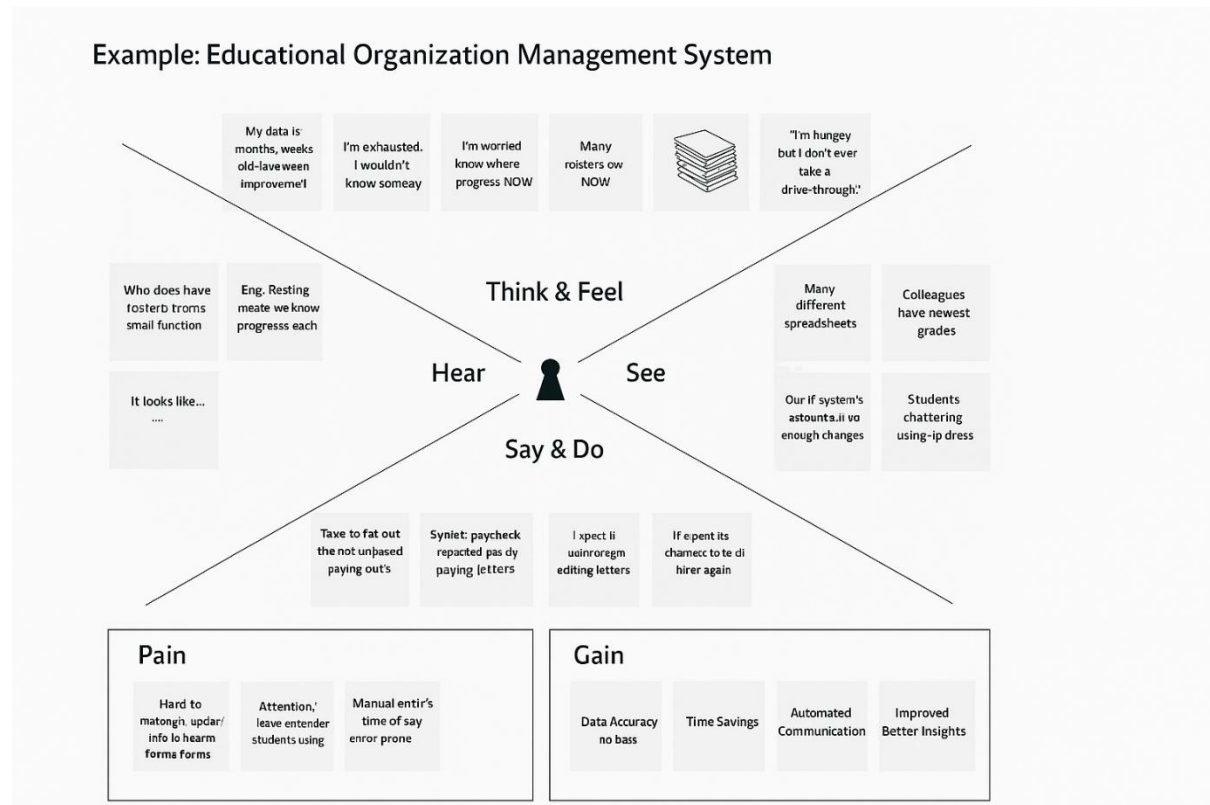
Gathering these insights helps the team understand the **real challenges faced in academic workflows**. It becomes clear that a digital platform with **automated modules, easy navigation, and secure access** is needed to simplify operations and enhance transparency. These discoveries will help design a **user-friendly ServiceNow-based system** tailored for educational management.

#### Example:



The empathy map helped us understand user challenges in managing educational data and operations. It highlights their **pain points**, **actions**, and **needs** for a more integrated and efficient system. This guided the team to design a **centralized platform** for student, course, and staff management within ServiceNow.

### Example: Educational Organisation Management System



By deeply understanding users through empathy mapping, we identified the key frustrations and risks associated with **manual educational workflows**.

These insights revealed major issues such as:

- Lack of real-time student data visibility
- Difficulty in tracking attendance and course progress
- No automated alerts or notifications for academic updates
- Inefficient staff coordination and reporting

As a result, we designed a **smart and structured ServiceNow-based system** that includes **automated admission handling, attendance monitoring, and performance tracking**.

This ensures better data accuracy, reduces paperwork, improves communication, and enhances the **overall efficiency of educational institutions**.