

Ideation Phase

Empathize & Discover

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Team ID	NM2025TMID03045
Project Name	EDUCATIONAL ORGANISATION USING SERVICENOW

Empathy Map Canvas:

- **Says:** “I wish our systems were faster and more reliable for managing student and IT services.”
- **Thinks:** “There has to be a better way to track requests and reduce manual follow-ups.”
- **Does:** Logs complaints manually, checks multiple platforms, follows up via email or phone.
- **Feels:** Frustrated, ignored, and overwhelmed due to delays and lack of visibility.
- **Needs:** A centralized, automated solution that simplifies and tracks all service processes.
- **Gains:** Faster resolution, improved communication, and a better experience for students and staff.

Example-Student User

Student User

- **Says:**
“I submitted an IT request last week, but I haven’t received any update yet.”
- **Thinks:**
“If I don’t get this issue fixed soon, it will affect my assignment submission.”
- **Does:**
Keeps checking email and contacts the support desk manually for status updates.
- **Feels:**
Anxious and frustrated due to lack of communication and delayed resolution.

- **Needs:**

A platform where requests can be tracked in real time and resolved quickly.

- **Gains:**

Confidence in institutional support, better time management, and less academic disruption.

Reference:

https://dev340899.service-now.com/now/nav/ui/classic/params/target/ui_page.do%3Fsys_id%3Dbb66abc0c3c5321041687405e40131c2