

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID56024
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

In the *Empathize* and *Discover* phases, we use tools like **empathy maps** to gain a deeper understanding of the students, faculty, and staff within our educational organization.

An empathy map is a simple yet powerful visual that captures what our users **say, think, feel, and do**. It helps our team understand their behaviors, attitudes, challenges, and goals.

This process allows us to:

- Step into the shoes of our users and view the service experience from their perspective
- Identify real issues they face when interacting with academic or administrative services
- Discover key insights that will guide us in designing effective and meaningful solutions using **ServiceNow**

By truly understanding our users' needs, we can deliver solutions that not only work—but are also appreciated and widely adopted.



Example:

