

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMIDS77542
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Section	Details
Says	<p>"Managing student data manually is time-consuming."</p> <p>"I wish there was a system to reduce our paperwork."</p> <p>"We spend hours just to compile performance results."</p>
Thinks	<p>"Is there a smarter way to handle these repetitive tasks?"</p> <p>"We might make errors in data entry that could affect student records."</p> <p>"Technology could help, but I don't know where to start."</p>
Does	<ul style="list-style-type: none"> -Fills out admission forms manually -Updates student marks in notebooks or Excel -Keeps track of admission status by hand -Sends data manually to other departments
Feels	 Frustrated due to inefficiency  Anxious about data accuracy  Bored of repetitive tasks  Curious about digital solutions
Pain Points	 Time-consuming manual entries  Prone to human errors  No easy tracking of
Gains / Needs	 A digital platform to store and update student data  Auto-calculated results  Easy, error-free admission tracking  A clean and user-friendly interface