**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID30574 |
| Project Name | Educational Organisation using ServiceNow |
| Maximum Marks | 4 Marks |

|  |  |
| --- | --- |
| **Section** | **Details** |
| Says | "Managing student data manually is time-consuming."  "I wish there was a system to reduce our paperwork."  "We spend hours just to compile performa-  nce results." |
| Thinks | "Is there a smarter way to handle these repetitive tasks?"  "We might make errors in data entry that could affect student records."  "Technology could help, but I don't know where to start." |
| Does | -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 |