

Ideation Phase
Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID01621
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

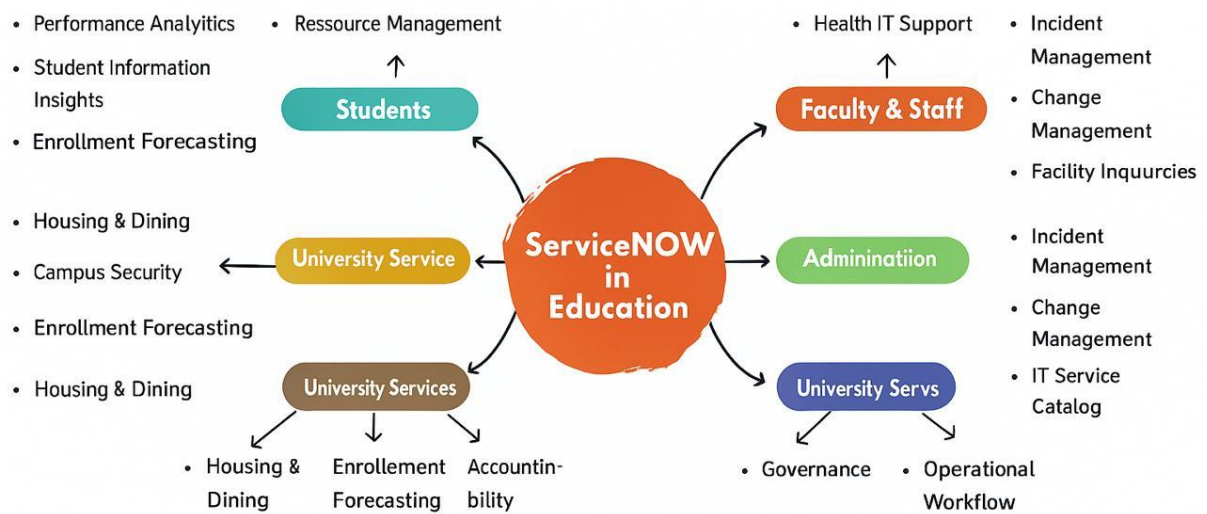
Empathy Map Canvas:

During the Empathize & Discover phase, the team examined how educational institutions currently manage student, course, and staff information. They observed that administrators, teachers, and students often face frustration due to manual record-keeping, lengthy approval processes, and the absence of a centralized information system.

Through interviews with school administrators, faculty, and students, the team uncovered key issues such as data duplication, communication delays, and limited tracking systems. These challenges lead to confusion, inefficiency, and increased workload when managing admissions, attendance, and academic records across multiple platforms.

The insights gathered highlighted the need for a digital solution that offers automation, simplified navigation, and secure access to institutional data. This understanding laid the foundation for designing a user-friendly ServiceNow-based Educational Organisation Management System that streamlines academic operations and enhances transparency.

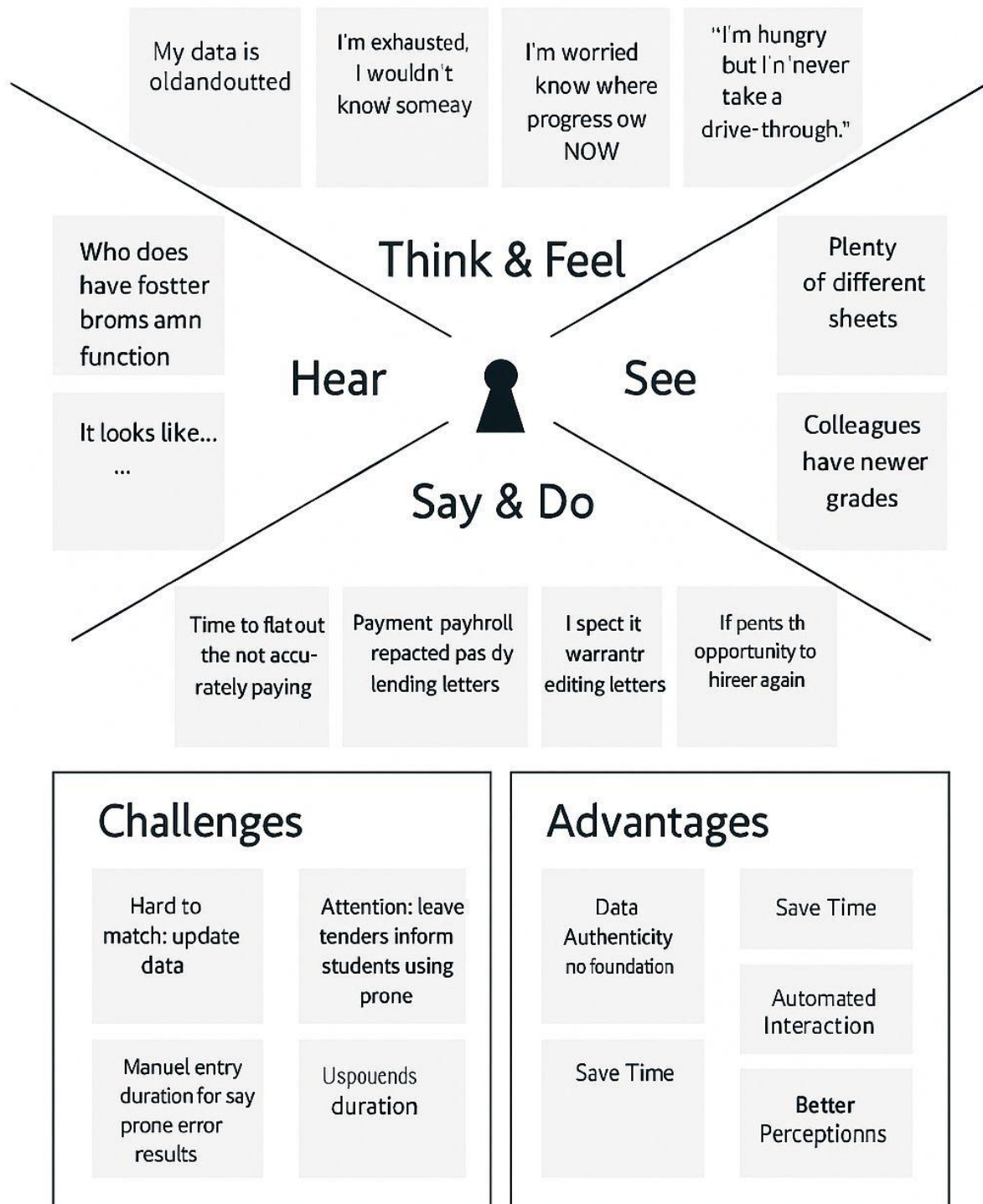
Example:



The empathy mapping process allowed the team to clearly identify user frustrations and needs related to managing educational data and daily operations. It emphasized pain points, user actions, and expectations for a more integrated and efficient platform.

Example: Educational Organisation Management System

For n vehicle Empathy map for Educational Organizatio Management System



By deeply analyzing these user insights, the team identified the primary challenges in traditional educational workflows, including:

- Limited visibility of real-time student data
- Difficulty in tracking attendance and course progress
- Absence of automated alerts and academic notifications
- Inefficient coordination and reporting among staff

In response, a smart, structured ServiceNow-based system was developed to automate key functions such as admissions, attendance monitoring, and performance tracking. This approach improves data accuracy, minimizes paperwork, enhances communication, and significantly boosts the overall efficiency of educational institutions.