

Ideation Phase

Define the Problem Statements

Date	16 August 2025
Team ID	NM2025TMID12788
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	2 Marks

Customer Problem Statement

Educational institutions face ongoing challenges because their systems for academic and administrative services are fragmented and outdated. This creates inefficiencies, poor communication, and frustration for students, staff, faculty, and parents.

Current Challenges

- Staff spend excessive time on manual, repetitive tasks using spreadsheets, emails, and disconnected tools
- Service requests are delayed due to the absence of automated workflows
- Students cannot track their queries or requests in real time, leading to stress and dissatisfaction
- Parents receive delayed or incomplete updates about their children's academic progress
- Faculty members lose valuable teaching time while navigating slow, inconsistent processes
- Data is stored in silos across departments, making information hard to find and reducing transparency
- The overall student and parent experience suffers, creating trust gaps with the institution

Impact on the Institution

- Reduced efficiency in daily operations
- Increased workload on staff due to duplication of effort
- Poor communication between departments and stakeholders
- Decline in student, faculty, and parent satisfaction
- Limited ability to scale or improve service quality

Opportunity with a Unified Platform (ServiceNow)

- Automate workflows to reduce delays and errors
- Provide students and faculty with real-time visibility into their requests
- Centralize data to eliminate silos and improve collaboration
- Enhance communication across departments, improving trust and transparency

- Create seamless, user-friendly experiences that increase satisfaction and productivity
- Free up faculty and staff to focus more on teaching, mentoring, and innovation

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A teacher	Know maintain students data	It's time taking and more paperwork	There are a lot of students	stressed
PS-2	A principal of a school	know the number of admission happening	We can't maintain it with paper work	There are many works going on during admission time	Confused