Ideation Phase
Empathize & Discover

Date	01 November 2025
Team ID	NM2025TMID06101
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

Administrators, teachers, and staff in the institution often face friction due to manual admissions, inconsistent student data, and unclear workflows. Clerks question whether they are entering information correctly, while teachers feel unsure about the accuracy of student records they receive. They frequently talk about how slow and disconnected the process feels and how much time is lost repeating tasks.

The current system forces everyone to handle data manually, which frustrates the team. Administrators worry about errors and delays, and teachers feel uncertain about student progress tracking. What they truly want is a clear, automated process where information flows smoothly and updates happen instantly. Their shared goal is to reduce confusion, improve accuracy, and gain real-time visibility into student information. A ServiceNow-based automated workflow would greatly ease their workload and restore confidence in daily operations.

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