

Ideation Phase

Empathize & Discover

Date	2 November 2025
Team ID	NM2025TMID08798
Project Name	Educational Organisation using ServiceNow
Team Size	4

Section	Details
Says	<p>"Managing student data manually is timeconsuming."</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	<p>-Fills out admission forms manually</p> <p>-Updates student marks in notebooks or Excel</p> <p>-Keeps track of admission status by hand</p> <p>Sends data manually to other departments</p>
Feels	<p>Frustrated due to inefficiency</p> <p>Anxious about data accuracy</p> <p>Bored of repetitive tasks</p> <p>Curious about digital solutions</p>
Pain Points	<p>Time-consuming manual entries</p> <p>Prone to human errors</p> <p>No easy tracking of</p>
Gains / Needs	<p>A digital platform to store and update student data</p> <p>Auto-calculated results</p> <p>Easy, error-free admission tracking</p> <p>A clean and user-friendly interface</p>