

## Ideation Phase

### Empathize & Discover

Date	2 November 2025
Team ID	<b>NM2025TMID08798</b>
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	<ul style="list-style-type: none"> <li>-Fills out admission forms manually</li> <li>-Updates student marks in notebooks or Excel</li> <li>-Keeps track of admission status by hand</li> <li>Sends data manually to other departments</li> </ul>
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	<ul style="list-style-type: none"> <li>A digital platform to store and update student data</li> <li>Auto-calculated results</li> <li>Easy, error-free admission tracking</li> <li>A clean and user-friendly interface</li> </ul>