

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMIDS66371
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Section	Details
Says	<p>"Managing student data manually is time-consuming."</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"> -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	<p> Frustrated due to inefficiency</p> <p> Anxious about data accuracy</p> <p><input type="checkbox"/> Bored of repetitive tasks</p> <p> Curious about digital solutions</p>
Pain Points	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Time-consuming manual entries <input checked="" type="checkbox"/> Prone to human errors <input checked="" type="checkbox"/> No easy tracking of
Gains / Needs	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> A digital platform to store and update student data <input checked="" type="checkbox"/> Auto-calculated results <input checked="" type="checkbox"/> Easy, error-free admission tracking <input checked="" type="checkbox"/> A clean and user-friendly interface