Ideation Phase
Empathize & Discover

Date	1 NOVEMBER 2025
Team ID	NM2025TMID00502
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

Empathize & Discover

During the Empathize & Discover phase, our team observed real-world academic workflow challenges by interviewing administrators, faculty, and students in educational organizations. We discovered:

- Administrative staff struggle with repetitive updates, maintaining student/faculty records, and ensuring compliance under tight deadlines.

- Faculty members find it difficult to submit grades and track attendance due to fragmented systems and missed notifications.

- Students face delays accessing course schedules, grades, and support, often feeling the process is unclear.

These pain points lead to user frustration, anxiety over errors and deadlines, and the need for a more intuitive, unified academic management platform.

Empathy Map Table

Observed User	Pain Points Identified	User Needs
Administrators, Faculty, Students	**Manual data entry, missed communications, multiple systems, lost requests, errors in record-keeping**	**Central dashboard, role-based access, timely notifications, automation, clear audit trails**

Says

"I need real-time analytics"

"Grading tools are too clunky

"I want interactive lessons"

Thinks

"Data accuracy is critical

- "Time-consuming to update content
- "Learning should bedun be fun

Does

"Check dashboards daily

- Email students feedback
- Complete assignments online

Feels

"Stressed about meeting deadlines"

- Frustrated with tech glitches"

"Motivated when engaged"