Ideation Phase

Empathize & Discover

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Team ID: NM2025TMID07700
Project Name: Educational Organization using ServiceNow
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Maximum Marks: 4 Marks

Empathy Map Canvas:

In the **Empathize & Discover** phase, the team explores how students, faculty, and administrators manage academic and administrative activities within an educational organization. Through interviews and observations, the team discovers that most users feel **overwhelmed** by manual processes such as tracking attendance, submitting assignments, scheduling classes, and managing course updates.

Administrators struggle with maintaining accurate data, while students find it difficult to get timely updates or access their academic progress. Faculty members face challenges in managing course-related records, attendance, and performance tracking without an integrated system.

Gathering these insights helps the team understand the **real-world challenges** faced by educational stakeholders. These findings highlight the need for a **centralized digital solution** that simplifies management tasks, enhances communication, and improves workflow efficiency across departments.

Reference:
https://www.mural.co/templates/empathy-map-canvas

Empathy Map Insights:

The empathy mapping exercise helped identify the challenges and needs of different users in the education system. It reveals their **pain points**, **daily actions**, and **expectations** for a more automated, transparent, and user-friendly platform.

These insights guided the design of a smart and intuitive educational management system built on **ServiceNow**, focusing on:
- Automating student and staff record management
- Providing real-time notifications for updates and schedules
- Enhancing communication between students, faculty, and administrators
- Improving data accuracy through digital workflows

Example:

By deeply understanding users through empathy mapping, we identified critical frustrations such as lack of centralized communication, manual workload, and delays in accessing academic data. These insights helped us design a **ServiceNow-based educational management system** that integrates:
- Real-time updates for academic information
- Automated workflows for admissions and results
- Dashboards for faculty, students, and administrators

This approach ensures **efficiency, accuracy, and satisfaction**, transforming how educational institutions manage their operations.