

Ideation Phase

Define the Problem Statements

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Team ID: NM2025TMID07700
Project Name: Educational Organization using ServiceNow
Name: Soniya Rani M
Department: Artificial Intelligence and Data Science
Maximum Marks: 2 Marks

Customer Problem Statement Template:

Educational institutions often face challenges in managing student and staff records efficiently. Manual processes for admissions, attendance tracking, timetable management, and performance evaluation lead to **data inconsistency, delays, and lack of transparency.**

Administrators need an automated and centralized solution to handle daily academic and administrative workflows seamlessly. Using **ServiceNow**, this project aims to provide a digital platform for managing institutional operations — ensuring accuracy, automation, and improved collaboration.

This solution will improve productivity, enhance communication between staff and students, and reduce manual errors through automated workflows and notifications.

Reference: <https://miro.com/templates/customer-problem-statement/>

| Problem Statement (PS) | I am | I'm trying to | But | Because | Which makes me feel |
|------------------------|------------------|---|--|---|---------------------------|
| PS-1 | An Administrator | manage student and faculty data efficiently | The data is inconsistent and repetitive | Manual data entry and lack of automated systems | Frustrated and overworked |
| PS-2 | A Student | access academic and attendance details easily | The current system is not digital and requires manual verification | Multiple steps and lack of real-time updates | Confused and dissatisfied |

Problem Statement PS-1:

As an administrator, I am trying to manage student and staff records efficiently, but the manual system causes delays and inconsistencies in data management. This makes it difficult to maintain accurate records, track progress, and ensure smooth coordination across departments.

I need a **centralized automated system** that integrates all academic and administrative processes to improve operational accuracy and save time.

Problem Statement PS-2:

As a student, I want to easily access my academic information, attendance details, and notifications, but the current system is **not digital** and **requires manual verification.** This leads to confusion and lack of real-time updates.

A **digital platform powered by ServiceNow** can provide instant access, automated notifications, and improved transparency in academic communication.