

Ideation Phase

Define the Problem Statements

Date	28 June 2025
Team ID	NM2025TMID07092
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	2 Marks

Customer Problem Statement

Educational institutions often face challenges in efficiently managing academic and administrative operations. Manual processes or disjointed digital systems can result in data inconsistencies, delays in approvals, and difficulties in tracking student or faculty activities. Without an integrated solution, it becomes challenging to handle course management, attendance tracking, performance monitoring, and leave requests — leading to reduced productivity and communication gaps across departments.

Institutions need a centralized and automated platform that simplifies day-to-day operations and ensures data accuracy. A ServiceNow-based solution can streamline workflows, automate repetitive administrative tasks, and provide real-time visibility into institutional processes. By implementing features such as catalog items for academic requests, workflow automation, performance dashboards, and alerts for critical tasks, the system can enhance coordination among staff, faculty, and students.

This approach promotes transparency, efficiency, and accountability within the organization, enabling better resource utilization, timely decision-making, and an overall improvement in the management of educational operations.

Problem & Solution Table

Problem	Description	Solution
Manual Tasks	Handling academic or administrative tasks manually is slow and error-prone.	Build catalog item and automate task workflows.
Communication Gaps	Disconnected systems hinder faculty-student collaboration.	Create dashboards for real-time visibility.
Delayed Approvals	Waiting for approvals through emails causes administrative backlogs.	Implement workflows that automate approval processes.
Missed Alerts	Staff and students miss critical updates without notifications.	Send out alerts and reminders.
Untracked Metrics	Analysis of institutional performance is difficult without dashboards and scorecards.	Create dashboards and analyze metrics for better planning.

Problem Statement Table

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Problem Statement (PS)	I am (Customer)	I'm trying to...	But...	Because...	Which makes me feel...
PS-1	an Administrator	manage student and staff data efficiently	records are scattered across multiple systems	there's no centralized platform for data management	frustrated and unproductive
PS-2	a Faculty Member	track student attendance and academic performance	data entry and reporting are mostly manual	there are no automated workflows or dashboards	burdened and time-constrained
PS-3	a Student	access academic resources and updates quickly	information is shared through multiple channels	there's no unified portal for announcements and materials	confused and disconnected

Problem Statement (PS-1)

As an educational administrator, I am trying to manage and organize student and staff data efficiently, but I struggle to maintain accuracy because most processes are manual and scattered across multiple systems. This limitation makes me feel frustrated and uncertain about data consistency, accessibility, and reporting accuracy.

It causes delays in administrative operations, poor decision-making, and difficulty in maintaining transparency across departments. I need a centralized ServiceNow-based system that can automate data management, streamline workflows, and generate unified reports — ensuring better visibility, control, and efficiency within the institution.

Problem Statement (PS-2)

As a faculty member, I am trying to monitor student performance, attendance, and academic progress effectively, but I find it difficult because most of the tracking and reporting is done manually. This limitation makes me feel burdened and time-constrained, especially when handling large classes or multiple subjects.

It causes delays in updating records, increases the chances of errors, and makes it harder to provide timely feedback to students. I need a ServiceNow-based automated solution that can record attendance, manage grades, and generate performance reports — improving accuracy, saving time, and enabling data-driven academic decisions.

Problem Statement (PS-3)

As a student, I am trying to access my academic information, course materials, and important announcements easily, but I face difficulties because the information is scattered across different platforms and communication channels. This limitation makes me feel confused and disconnected from institutional updates and academic progress.

It leads to missed deadlines, incomplete submissions, and a lack of clarity about performance expectations. I need a centralized ServiceNow-based portal where I can access all academic updates, resources, and notifications in one place — ensuring better engagement, transparency, and productivity in my learning experience.