Ideation Phase
Empathize & Discover
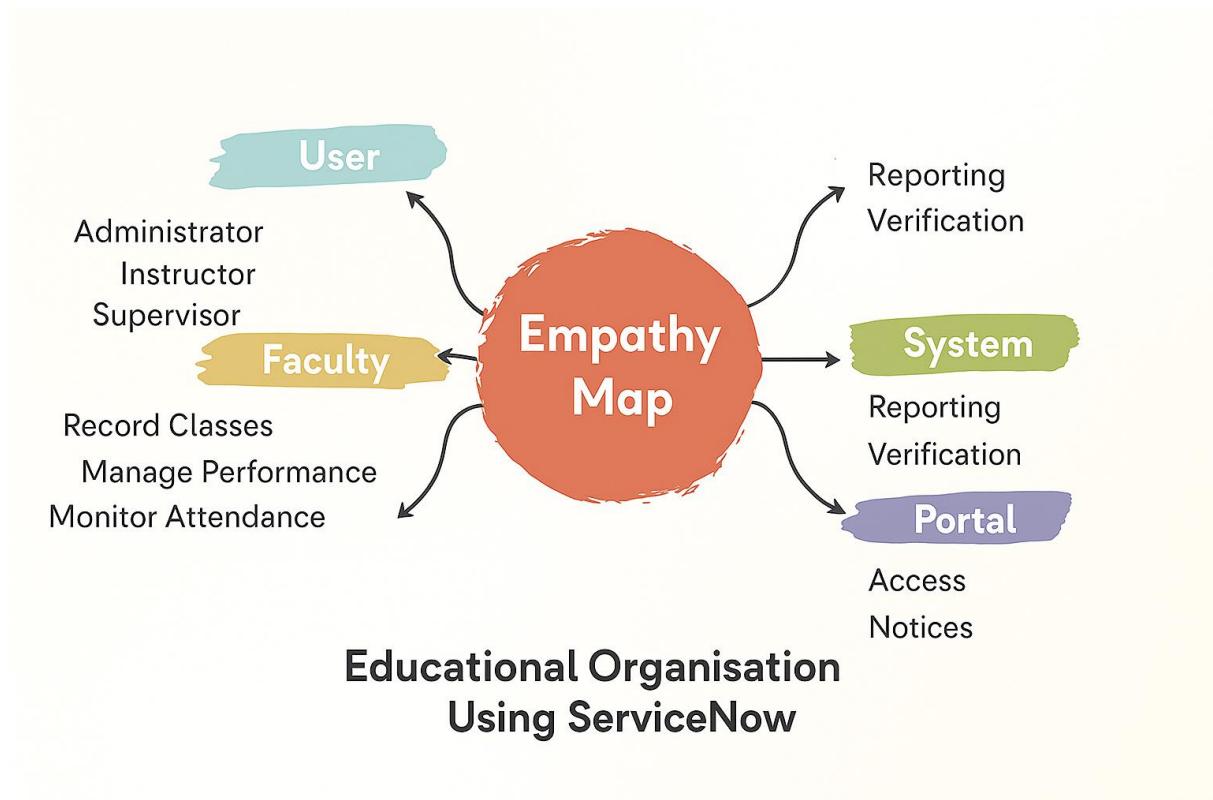
| Date	27 JUNE 2025
Team ID	NM2025TMID07092
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas

In the *Empathize & Discover* phase, the team observed how administrators, faculty, and students handle academic and administrative tasks. Most users felt frustrated due to manual processes, data duplication, and lack of coordination. Administrators struggled with record management, faculty found performance tracking tedious, and students faced difficulty accessing updates.
These insights showed the need for a **centralized, automated ServiceNow solution** to simplify workflows, improve communication, and ensure transparency. This empathy-driven approach helps design a system that is **efficient, user-friendly, and supportive of institutional goals**.
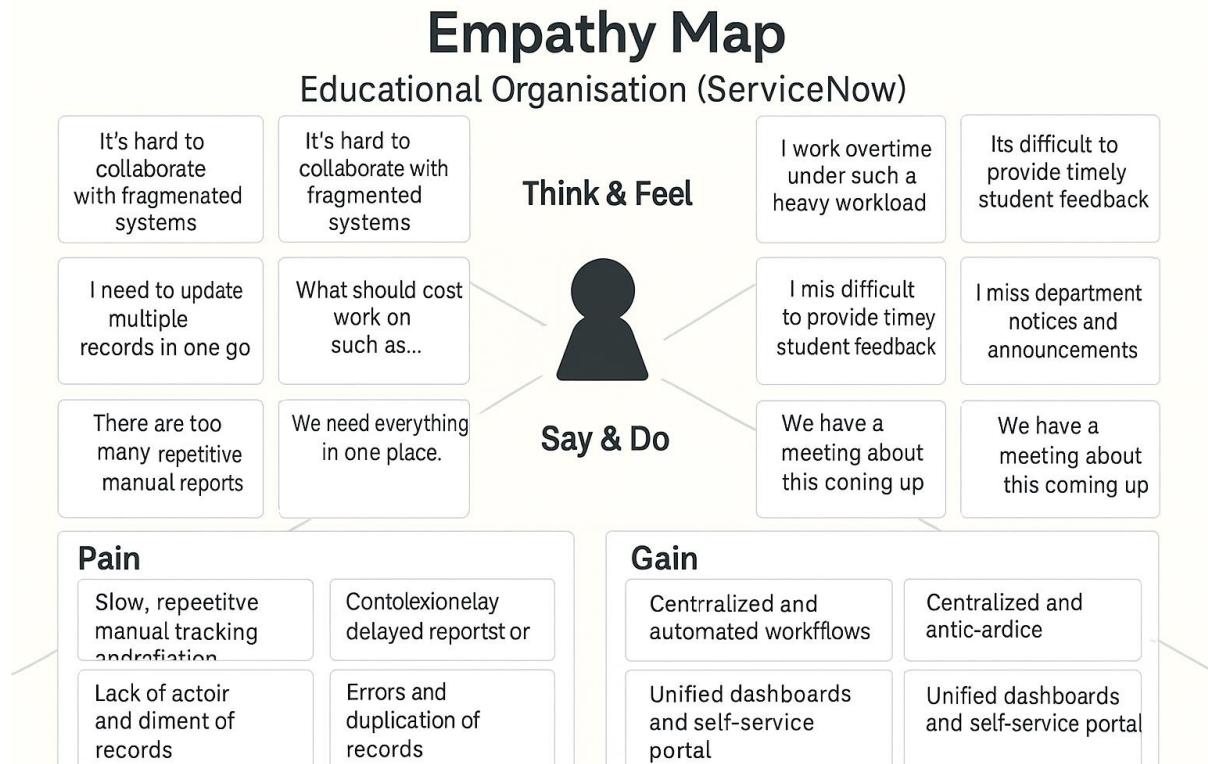
Example:

The empathy map helped us understand user challenges when deleting assigned users. It shows their pain, actions, and needs for better control and alerts. This guided us to design a safer system that prevents accidental deletion.

Example: Family Expense Management

Empathy Map
Educational Organisation (ServiceNow)

Think & Feel

It's hard to collaborate with fragmenated systems

It's hard to collaborate with fragmented systems

I work overtime under such a heavy workload

Its difficult to provide timely student feedback

I need to update multiple records in one go

What should cost work on such as...

I mis difficult to provide timey student feedback

I miss department notices and announcements

There are too many repetitive manual reports

We need everything in one place.

Say & Do

We have a meeting about this coning up

We have a meeting about this coming up

Pain
Slow, repeetitve manual tracking androfiation

Contolexionelay delayed reportst or

Lack of actoir and diment of records

Errors and duplication of records

Gain
Centrralized and automated workfflows

Centralized and antic-ardice

Unified dashboards and self-service portal

Unified dashboards and self-service portal

Empathy Mapping Summary

Through empathy mapping, we discovered key challenges faced by educational institutions, such as difficulty tracking student data, managing approvals, and ensuring timely communication between staff and departments. These insights highlighted the need for an efficient and transparent system. Using ServiceNow, we designed a solution that automates academic and administrative workflows, streamlines approvals, and provides real-time dashboards for monitoring activities. This system improves coordination, reduces manual effort, and enhances overall efficiency and accountability within the educational organisation.