

# Ideation Phase

## Empathize & Discover

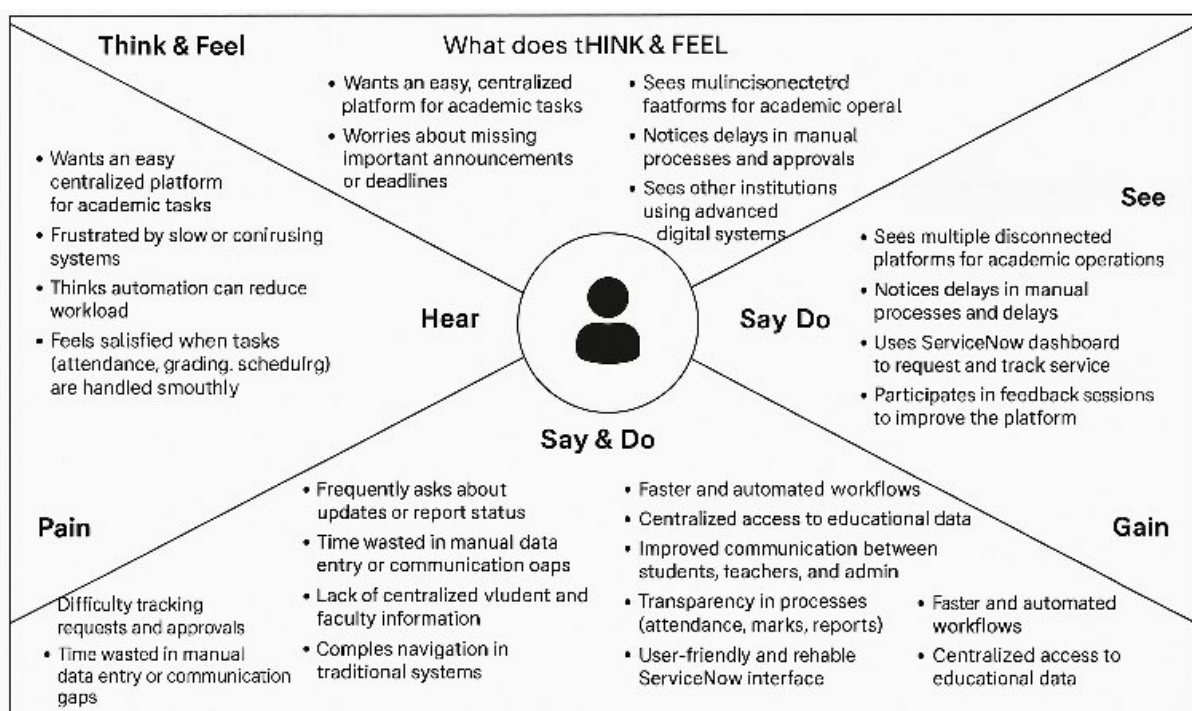
Date 30 October 2025  
Team ID NM2025TMID08703  
Project Name Educational Organisation Using ServiceNow  
Maximum Marks 4 Marks

### Empathy Map Canvas

#### User Persona:

Students, Teachers, and Administrators using the Educational Organization System built on ServiceNow.

Example:



What do they THINK and FEEL?

- Want a centralized system to manage IT, HR, and student services efficiently.
- Concerned about digital transformation and training staff.
- Desire to improve student and faculty experience.
- Worry about data privacy, integration with legacy systems, and user adoption.
- Hope to automate workflows and reduce manual administrative tasks.

#### What do they SEE?

- Other universities successfully implementing ServiceNow.
- Growing expectations from students for faster, tech-driven support.
- Complex administrative workflows and manual request handling.
- Reports and dashboards showing service delays or inefficiencies.

#### What do they HEAR?

- From leadership: "We need to modernize our systems."
- From staff: "The current process is too slow and confusing."
- From students: "We want quick resolutions and self-service options."
- From vendors or peers: "ServiceNow improved our operational efficiency."

#### What do they SAY and DO?

- Promote digital transformation initiatives.
- Attend IT service management (ITSM) or EdTech conferences.
- Discuss ROI, user satisfaction, and process automation in meetings.
- Encourage collaboration between IT, HR, and student service departments.

#### Pain

- Slow and fragmented service request handling.

- High workload for IT and administrative teams.
- Difficulty tracking performance metrics.
- Resistance to change among staff.
- Integration issues with existing systems.

#### Gain

- Improved efficiency and transparency across departments.
- Centralized platform for service delivery.
- Better student and staff satisfaction through faster support.
- Real-time analytics for decision-making.
- Automation reducing repetitive tasks.