**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 16 AUGUST 2025 |
| Team ID | NM2025TMID12700 |
| Project Name | EDUCATIONAL ORGANISATION USING SERVICENOW |
| Maximum Marks | 4 Marks |

**Brainstorming & Idea Prioritization**

### **Step 1: Team Gathering, Collaboration, and Problem Statement Selection**

* Problem Statement: How can our educational organization effectively use ServiceNow to improve student services and campus IT operations?
* Team Members Involved:
  + IT administrators
  + Faculty representatives
  + Student council members
  + Operations manager
* Collaboration Outcome:
  + Key challenges in service delivery were identified: delays in addressing requests, fragmented systems, lack of transparency, and poor student satisfaction.

### **Step 2: Brainstorming, Idea Listing, and Grouping**

Ideas Generated:

* Automate student help desk ticketing
* Set up a self-service knowledge portal
* Use ServiceNow to track IT assets in labs
* Enable faculty to raise IT and HR service requests
* Build student mobile app integration with ServiceNow

Grouped Categories:

* Student Support: Help desk automation, knowledge portal, mobile app integration
* IT Operations: IT asset management, infrastructure tracking
* Faculty Services: Faculty IT/HR service requests

### **Step 3: Idea Prioritization**

Criteria Considered:

* Direct impact on students
* Ease of implementation
* Long-term institutional value

Top Prioritized Ideas:

1. Student Help Desk Automation – Reduces delays, improves transparency, enhances student satisfaction.
2. Self-service Knowledge Portal – Empowers students to find answers independently, reduces repetitive queries for staff.
3. IT Asset Management – Improves tracking of lab equipment, minimizes downtime, and ensures accountability.