IDEATION PHASE

Date	01-11-2025
Team ID	NM2025TMID00027
Project Name	Educational Oranganisation Using Service Now

PROJECT OBJECTIVE:

The objective of this project is to develop a comprehensive platform designed to streamline administrative tasks within educational institutions. It facilitates efficient management of student and teacher data, simplifies the admission process, and provides tools for monitoring student progress.

PROBLEM STATEMENTS:

The educational organization faces challenges in managing student services, IT requests, and administrative tasks due to manual and fragmented processes.

Key Problems:

- Inefficient manual processes for student services and IT requests
- Lack of centralized platform for service requests and incident management
- Poor visibility and inconsistent communication
- Excessive administrative burden on faculty and staff
- Potential reputational damage due to subpar service delivery

TOOLS & PLATFORM:

Platform: ServiceNow

Modules Used:

- Tables & Forms
- Number maintenance
- Process flow
- Client Script

TARGET USERS:

- Prospective Student
- Enrolled Students
- Faculty and Academic Advisors
- Admission Offers
- IT and Administration Staff
- Institutional Leadership

IDEA EVALUATION AND SELECTION:

Idea evaluation and selection for the ServiceNow project in an educational organization involves assessing ideas based on criteria such as alignment with organizational goals, feasibility, user adoption, impact, and return on investment (ROI). A structured evaluation process includes collecting ideas from stakeholders, reviewing and categorizing them, and shortlisting promising ideas.

Tools like SWOT analysis, cost-benefit analysis, and prioritization matrices can aid in the evaluation process. This enables the organization to choose ideas that drive meaningful outcomes and successful implementation, ensuring that selected ideas align with organizational objectives and meet user needs.

OUTCOME OF IDEATION PHASE:

The outcome of the ideation phase in an educational organization using a ServiceNow project is a list of innovative ideas that address specific challenges and needs. These ideas are:

- **Prioritized Concepts:** Ranked based on feasibility, impact, and alignment with organizational goals
- **Well-Defined Solutions:** Clearly articulated and supported by research and analysis
- **Actionable Plans:** Ready for development and implementation, with a clear direction and scope

The ideation phase aims to deliver:

- **Innovative Solutions:** Creative and effective solutions that meet user needs and drive value

- **Clear Direction:** A defined project scope and objectives, ensuring everyone is aligned and working towards the same goals
- **Foundation for Success:** A solid foundation for the next phase, whether it's design, development, or implementation

By achieving these outcomes, educational organizations can unlock the full potentialof their ServiceNow project and drive meaningful improvements in efficiency,productivity, and user experience.