Ideation Phase – Brainstorm & Idea Prioritization Template

Date	Team ID	Project Name	Maximum Marks
01 NOV 2025	NM2025TMID00669	Educational Organization Management using ServiceNow	4 Marks

Project Overview

- This guided project demonstrates how to streamline and automate key processes in an educational organization using ServiceNow. The solution focuses on improving efficiency in managing student records, faculty requests, and administrative workflows.
- The project begins by setting up key modules within ServiceNow such as Student Information Management, Faculty Support Requests, and Course Management. A business rule is then implemented to ensure data consistency — for example, preventing modification or deletion of student records when they are linked to active courses or pending requests.
- This process helps maintain data accuracy, ensures smooth coordination between departments, and provides automated workflows that reduce manual effort. The implementation also includes test scenarios to validate the system behavior, ensuring that operations perform correctly under various conditions.

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

Team Collaboration: The team collaborated to identify challenges faced by educational institutions in managing administrative tasks. Key issues discussed included:

- Manual data entry leading to errors
- Inefficient approval workflows for faculty or student requests
- Difficulty in tracking course enrollments and academic progress
- Lack of centralized access to institutional information

Selected Problem Statement: "To design and implement a ServiceNow-based system for educational organization management that automates workflows and ensures data integrity across departments."

Step 2: Brainstorming, Idea Listing, and Grouping

Fig 2: Image showing team collaboration and idea discussion

Brainstorming:

Team members shared innovative ideas on how ServiceNow could optimize institutional processes. Everyone was encouraged to think freely, focusing on creativity and potential impact.

Idea Listing:

- Automate student registration and course assignment.
- Create a self-service portal for students and faculty.
- Implement approval workflows for leave and resource requests.
- Integrate notifications for assignment deadlines or course updates.
- Prevent deletion of records linked to ongoing academic activities.
- Enable analytics dashboards for administrators to monitor performance.

Grouping:

Ideas were grouped under major categories:

1. Student Management – Enrollment, Attendance, Grades.

2. Faculty Operations – Leave Requests, Course Assignments.

3. Administrative Workflows – Resource Allocation, Notifications.

4. Data Protection – Business Rules, Access Controls, Integrity Checks.

Action Planning:

Each grouped idea was translated into actionable steps:

- Define modules for student and staff management.
- Develop automation scripts for approval workflows.
- Implement data protection rules using ServiceNow business logic.
- Test and validate system performance through various scenarios.
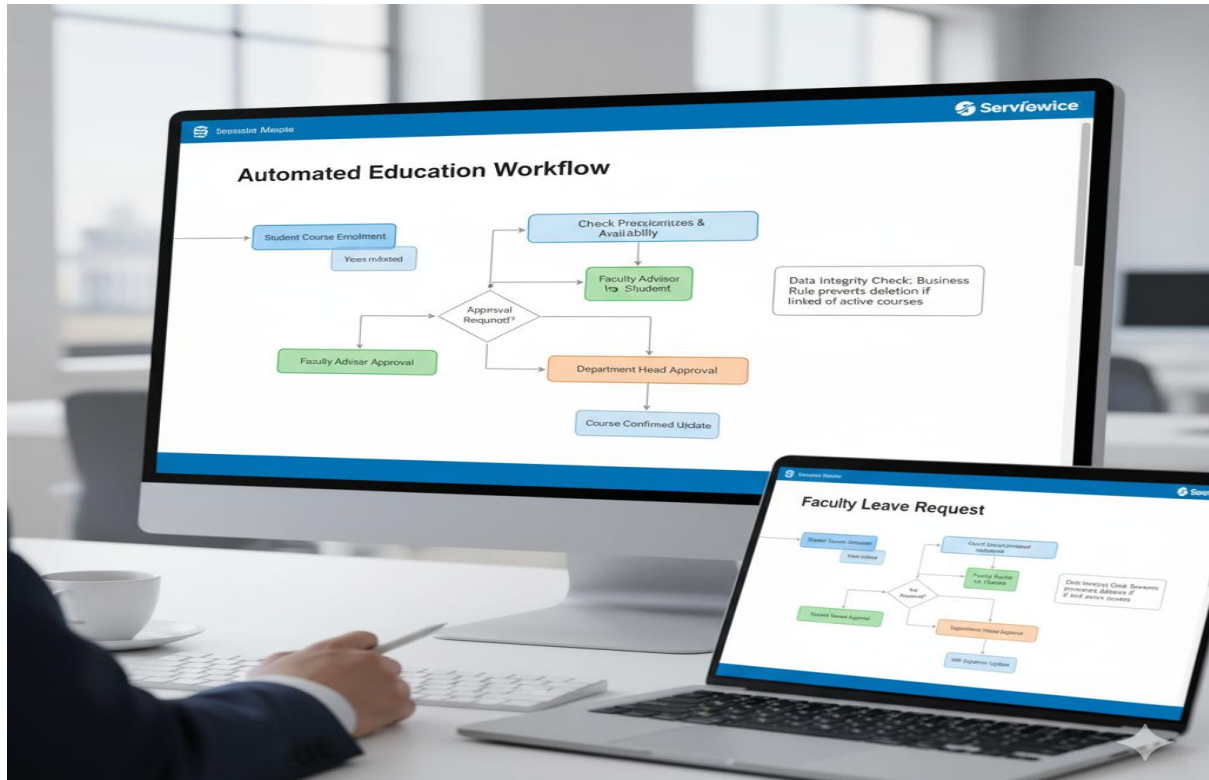
Step 3: Idea Prioritization

Fig 3: Image showing workflow steps in ServiceNow

Idea Prioritization:

- Idea prioritization helps break the project into well-defined, manageable components. In this project, the primary focus is on automating and securing academic and administrative workflows within an educational organization.
- By prioritizing ideas, the team ensured that critical functions like data integrity, access control, and workflow automation were developed first. This structured approach enhanced project clarity, accountability, and implementation efficiency.

The top priorities identified were:

1. Creation of centralized student and faculty databases.

2. Automation of approval and notification processes.

3. Enforcement of business rules for data protection.

4. Deployment of dashboards for reporting and monitoring.

Visualization and Communication:

Flowcharts and visual boards were used to represent workflow automation — for example:

- A process diagram showing automated course enrollment and approval.
- A flowchart describing the escalation process for unapproved requests.

Outcome:

Through effective idea prioritization, the project team developed a clear roadmap for building a comprehensive educational organization management system on ServiceNow. This system improves transparency, reduces manual work, and enhances communication among students, faculty, and administrators.

Conclusion

The ideation phase enabled the team to move from broad challenges to specific, actionable ideas for educational management in ServiceNow. By following structured brainstorming and prioritization, the project ensures efficient automation, reliable data handling, and streamlined operations across the institution.