

# Ideation Phase – Brainstorm & Idea Prioritization Template

Date	Team ID	Project Name	Maximum Marks
02 NOV 2025	NM2025TMID02905	Educational Organization Management using ServiceNow	4 Marks

## Project Overview

This guided project showcases how ServiceNow can be used to streamline and automate essential processes within an educational organization.

The focus is on enhancing operational efficiency in handling student records, faculty requests, and administrative workflows.

The project begins by configuring key ServiceNow modules such as:

- **Student Information Management**
- **Faculty Support Requests**
- **Course Management**

A critical business rule is also implemented to maintain data accuracy — for example, preventing modification or deletion of student records that are linked to active courses or pending requests.

This approach ensures:

- Improved data reliability and consistency
- Seamless coordination between academic and administrative departments
- Reduced manual workload through automation

Additionally, test scenarios are designed to validate system performance, ensuring all workflows function correctly under different conditions.

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

### **Team Collaboration**

The team collaborated to identify major administrative challenges faced by educational institutions. The key pain points identified were:

- Manual data entry errors and redundancies
- Time-consuming approval processes for faculty and student requests
- Lack of real-time tracking for course enrollments and progress
- Decentralized data access across departments

### **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**

The team engaged in open discussions to explore innovative ideas on leveraging ServiceNow for process optimization. Members were encouraged to think creatively and focus on high-impact, practical solutions.

## **Idea Listing**

Key ideas generated included:

- Automate student registration and course allocation
- Create a self-service portal for students and faculty
- Implement approval workflows for leave and resource requests
- Enable automated notifications for deadlines and course updates
- Restrict deletion or modification of active academic records
- Provide analytical dashboards for performance tracking

## **Grouping**

The ideas were organized into four key categories:

1. **Student Management** – Enrollment, attendance, and grading
2. **Faculty Operations** – Leave requests and course assignments
3. **Administrative Workflows** – Resource allocation and notifications
4. **Data Protection** – Business rules, access controls, and integrity enforcement

## **Action Planning**

Each category was translated into actionable development tasks:

- Design modules for student and faculty management
- Develop automation workflows for approvals and notifications
- Implement data protection mechanisms using ServiceNow business logic
- Conduct testing and validation under varied scenarios

### 3: Idea Prioritization

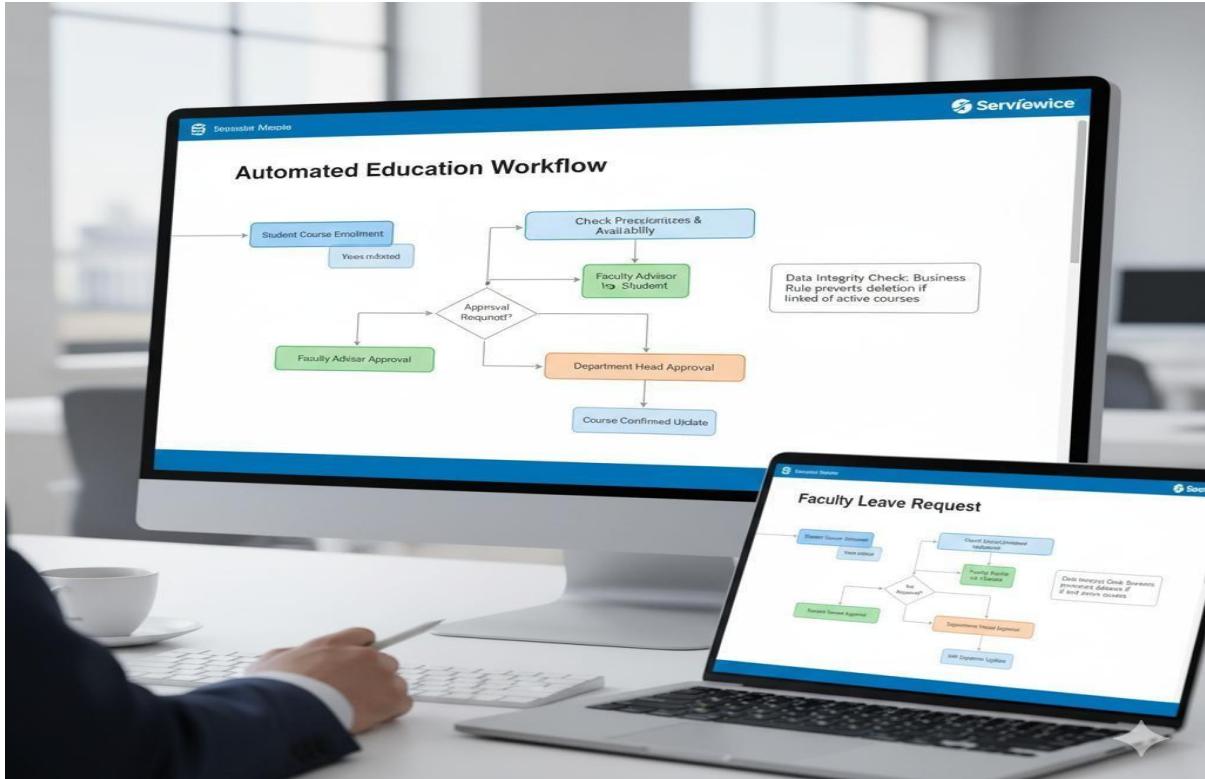


Fig 3: Image showing workflow steps in ServiceNow

### Purpose

Idea prioritization helped divide the project into well-defined, achievable phases. The primary goal was to automate critical academic and administrative processes while maintaining data integrity and security.

### Top Priorities

1. Development of centralized databases for students and faculty
2. Automation of approval and notification processes
3. Enforcement of business rules for maintaining data accuracy
4. Implementation of dashboards for real-time monitoring and reporting

### Visualization and Communication

To ensure clear communication and understanding, visual tools such as **flowcharts** and **workflow diagrams** were used to illustrate:

- The automated course enrollment and approval process

- The escalation pathway for unapproved or pending requests

## Outcome

Effective prioritization enabled the team to create a structured roadmap for building a comprehensive educational management system in ServiceNow. The solution enhances transparency, minimizes manual interventions, and promotes collaboration among students, faculty, and administrative staff.

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## Conclusion

The ideation phase transformed broad institutional challenges into well-defined, actionable strategies using ServiceNow.

Through structured brainstorming, categorization, and prioritization, the project achieves:

- Efficient automation of workflows
- Strong data integrity and security
- Streamlined operations across all departments

Overall, this project demonstrates the potential of **ServiceNow** as a robust platform for automating and modernizing educational management systems.

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