IDEATION PHASE

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Maximum Marks	10 Marks

Ideation Phase – Educational Organisation Using ServiceNow

The Ideation Phase plays a crucial role in transforming challenges within educational administration into actionable digital solutions. This phase focuses on identifying the real-world problems faced by educational institutions, understanding the needs of stakeholders (students, teachers, and administrators), and brainstorming innovative approaches to enhance efficiency through ServiceNow automation.

1. Define the Problem Statements+

Educational institutions often face challenges in managing administrative, academic, and student-related operations efficiently. Traditional manual processes lead to delays, errors, and poor data visibility. Key problem areas identified .

Manual Data Handling:
Student and teacher information is often recorded and managed manually, making it difficult to retrieve, update, or verify data quickly.

Inefficient Admission Process:
The admission workflow—from application to enrollment—often involves multiple disconnected steps, causing inefficiencies and duplication of effort.

Lack of Integration Across Departments:
Departments (administration, academics, finance, etc.) operate in silos, resulting in communication gaps and fragmented information systems.

Limited Student Progress Tracking:
There is no centralized system to monitor academic performance and generate reports dynamically, making student evaluation slow and error-prone.

Absence of Automation in Decision-Making:

Routine tasks such as assigning admission numbers, updating student grades, or calculating totals and percentages require manual intervention.

Problem Definition:

There is a need for a centralized Educational Management System that can automate administrative workflows, simplify admissions, enable real-time student tracking, and ensure efficient data management through a robust digital platform like ServiceNow.

2. Empathize & Discover

To design an effective solution, it's essential to understand the users' challenges, needs, and expectations. The **Empathize & Discover** phase focuses on gathering insights from stakeholders and understanding their experiences within the educational ecosystem.

Stakeholder Identification:

- **Students:** Seek transparency in admissions and performance evaluation.

- **Teachers:** Need a simplified way to update student grades, manage records, and communicate with administration.

- **Administrative Staff:** Require an efficient system for handling admissions, student data, and document verification.

- **School Management:** Desires consolidated dashboards and data analytics to make informed decisions.

User Needs & Pain Points:

Stakeholder	Needs	Pain Points
Students	Quick admissions and access to academic data	Long delays, manual errors
Teachers	Easy data entry for grades and progress	Time-consuming paperwork

Stakeholder	Needs	Pain Points
Admins	Centralized database for records	Duplication of records, lack of automation
Management	Performance analytics and reporting	Disconnected systems, lack of visibility

Key Discoveries:

- Most institutions rely on spreadsheets and manual records, which are prone to data inconsistency.

- Communication between departments is inefficient, causing data redundancy.

- Automation can significantly reduce administrative workload and human error.

- ServiceNow can provide a unified and customizable environment to manage all educational processes effectively.

Outcome of Discovery:

The insights revealed that digitization and automation of administrative and academic processes could drastically improve accuracy, reduce manual workload, and enhance user satisfaction.

3. Brainstorm & Idea Prioritization Template

This stage involves generating creative and practical solutions to address the identified problems. The brainstorming process included analyzing possible ServiceNow implementations, evaluating feasibility, and prioritizing ideas that deliver maximum impact.

Brainstorming Ideas:

1. **Automated Admission Management System:**

   o Use ServiceNow forms and client scripts to manage student admissions.

   o Automatically generate admission numbers using "Number Maintenance."

   o Auto-fill student details through dynamic scripting.

2. **Centralized Student & Teacher Database (Salesforce Table):**

   o Create tables to store all relevant information (student, teacher, grade, contact details).

   o Ensure data is easily retrievable and linked between modules.

3. **Progress Tracking System (Student Progress Table):**

   o Automate total, percentage, and result calculations.

   o Generate reports automatically based on academic performance.

4. **Process Flow Automation for Admission Lifecycle:**

   o Define transitions like *New → In Progress → Joined → Rejected → Closed*.

   o Implement workflow logic for efficient admission tracking.

5. **Location Auto-Detection by Pincode (Pincode Script):**

   o Use client-side scripts to auto-populate city, district, and mandal details when a pincode is entered.

6. **Form Design & User Interface Optimization:**

   o Customize forms for Salesforce, Admission, and Student Progress tables.

   o Ensure easy navigation, readability, and structured data representation.

Idea Prioritization (Based on Feasibility and Impact):

Idea	Impact	Feasibility	Priority
Automated Admission Process	High	High	⭐⭐⭐⭐⭐
Progress Tracking Automation	High	Medium	⭐⭐⭐⭐
Centralized Data Tables	High	High	⭐⭐⭐⭐⭐
Pincode Auto-Fill Feature	Medium	High	⭐⭐⭐⭐
Process Flow Integration	Medium	Medium	⭐⭐⭐
Form Design Enhancement	Medium	High	⭐⭐⭐⭐

Selected Core Ideas for Implementation:

- Develop **three main tables**: Salesforce, Admission, and Student Progress.

- Implement **automation scripts** for admission numbers, pincode auto-fill, and performance calculation.

- Create **form designs and process flows** for a smooth user experience.