

Ideation Phase Brainstorm & Idea Prioritization Template

Date	01 NOVEMBER 2025
Team ID	NM2025TMID03588
Project Name	Educational Organization using ServiceNow
Maximum Marks	4 Marks

Educational Organization Overview:

The project is designed to address the challenge faced by educational institutions regarding inefficient, manual, and fragmented systems for managing admissions, student records, and staff administration. Utilizing the ServiceNow platform, the objective is to develop a centralized, automated solution that optimizes these processes. The proposed system will leverage functionalities such as custom tables, forms, and automated workflows to minimize human error, eliminate processing delays, enhance data accuracy, and provide an integrated, transparent platform for students, faculty, and administrators. This implementation aims to significantly improve the efficiency, consistency, and reliability of educational management operations.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Our team identified a real-world problem that can be automated using *ServiceNow*. After discussion, we chose “**Educational Organization Service Automation**” as our project topic. The initial phase of **Ideation** involves convening the student project team to establish a collaborative framework. The primary task during this stage is to collectively review, analyze, and formally select the Problem Statement that delineates the project's scope. This involves examining challenges related to manual operations, data fragmentation, and communication gaps in educational institutions, enabling the team to reach a consensus on a unified understanding of the central problem.



BRAINSTORMING

VECTOR ILLUSTRATION

Step-2: Brainstorm, Idea Listing and Grouping

We listed all potential ideas for developing the system using *ServiceNow*. Each idea was discussed, grouped, and evaluated based on feasibility, usefulness, and impact on campus operations.

Brainstorming:

The student team conducted a collaborative ideation session wherein participants freely exchanged ideas to investigate potential solutions to the problem statement without external critique. This methodology fostered creativity and ensured active engagement from all members.

Idea Documentation:

All generated ideas were systematically recorded to ensure comprehensive capture of suggestions. This process yielded a complete inventory of inputs, encompassing key functionalities such as:

- A centralized portal for student service requests
- Online request forms for certificates, identification cards, fee inquiries, etc.
- Automated workflow for request approval processes
- Real-time request monitoring and status notification system
- Dashboards and analytical reports for students and administrative staff
- A self-service knowledge base for students

Categorization:

Similar ideas were subsequently grouped into coherent categories (e.g., "Student Self-Service," "Automation," "Reporting"). This classification

facilitated pattern recognition, highlighted priority areas, and streamlined decision-making in determining focus areas.

Action Planning:

The selected and categorized ideas were translated into definitive, actionable tasks. The team designated initial responsibilities and established timelines for each task, thereby constructing a detailed roadmap for the subsequent design and development phases of the project.



Step-3: Idea Prioritization

After listing all ideas, we applied prioritization techniques such as impact vs. feasibility analysis. We selected ideas that provide the highest value to students and administrators while being easy to implement in the initial phase.

Objective: To systematically evaluate and prioritize all generated features to develop a structured development road map.

Highest Priority (Foundation):

- Centralized student request management system.

Critical Priority (Core Functionality):

- Digital submission forms for all service requests.
Automated workflow processes for request approvals and routing.

Secondary Priority (Enhancement):

- Real-time status monitoring and notification mechanisms
- Interactive dashboards for students and administrative users.

Outcome:

The team defined a definitive development sequence, emphasizing the implementation of core features prior to auxiliary functionalities.