

## Ideation Phase

### Brainstorm & Idea Prioritization Template

|               |   |
|---------------|---|
| Date          | 7 NOVEMBER 2025                           |
| Team ID       | NM2025TMID09139                           |
| Project Name  | Educational Organization using ServiceNow |
| Maximum Marks | 4 Marks                                   |

#### Educational Organization Management System Template:

This guided project demonstrates how to manage an educational organization's operations using ServiceNow.

It automates key processes such as student admissions, attendance tracking, timetable management, and faculty assignments using customized tables and workflows.


The system also includes a service Catalog for leave requests, course enrollment, and technical support.

Business rules, UI policies, and workflows ensure data accuracy and automation, while reports and dashboards provide insights into academic performance and resource allocation.

Overall, this project shows how ServiceNow can enhance efficiency, transparency, and collaboration in educational institutions.

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

Template



### Brainstorm & idea prioritization

⌚ 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-8 people recommended

**Before you collaborate**

A bit of planning makes all the difference. Follow these steps to kick-start meaningful improvements in your institution's learning and management systems

⌚ 10 minutes

- Team gathering**  
Include: Principal / Head of Department, Faculty members, Administrative Offices, IT coordinators, and Student Representative.
- Set the goal**  
Identify how to enhance and automate institutional workflows — such as student admissions, attendance, feedback collection, or communication between departments.
- Learn how to use the facilitation tools**  
Use tools like ServiceNow dashboards, Miro, FigJam, or digital sticky notes to share ideas and collaborate effectively.

**1 Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

**PROBLEM**

How might we streamline our educational workflows using ServiceNow to improve efficiency, transparency, and student experience?

**Key rules of brainstorming**

To run a smooth and productive session

⌚ Stay in topic.

💡 Encourage wild ideas.

⏸️ Defer judgment.

👂 Listen to others.

🗣️ Go for volume.

👁️ If possible, be visual.

Fig 1: Team gathering session for defining the problem statement.

## Step-2: Brainstorm, Idea Listing and Grouping

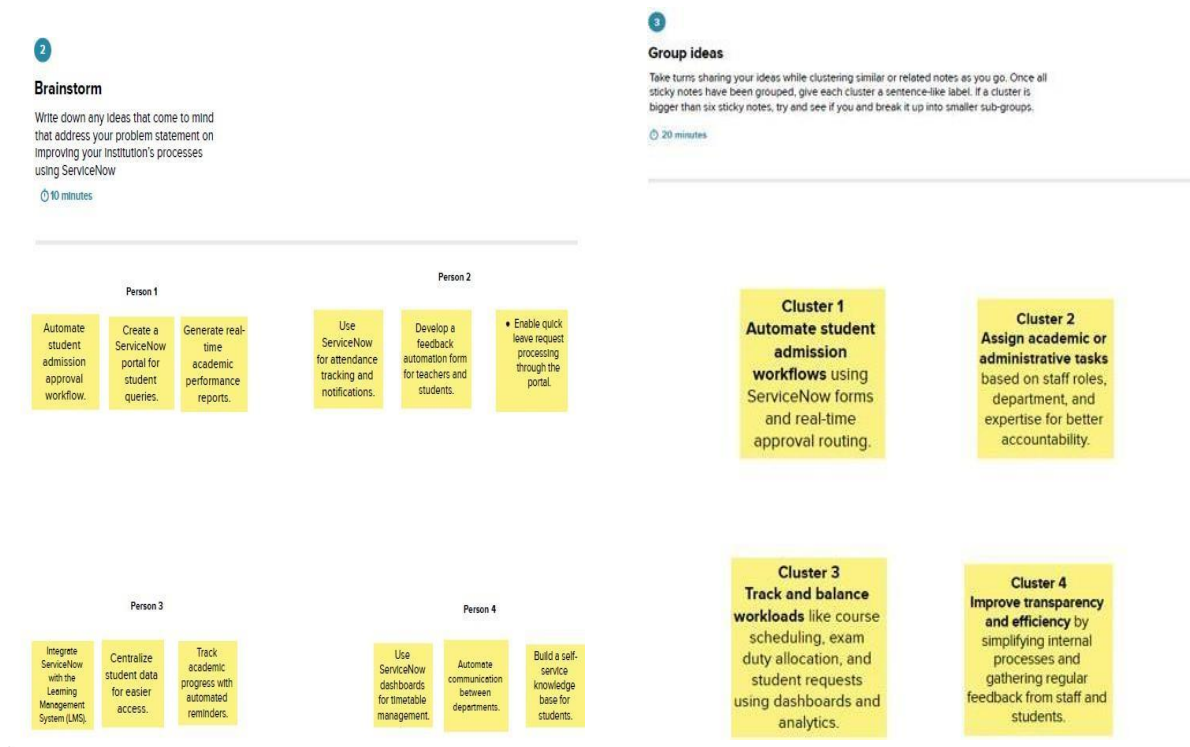


Fig 2: Brainstorming ideas generated by team members

### Brainstorm:

Team members discussed various ways to improve institutional processes using ServiceNow. Ideas included automating attendance tracking, managing student queries, streamlining leave approvals, and improving overall communication between departments.

### Idea Listing:

All proposed ideas were recorded to ensure every suggestion was considered. Inputs came from faculty, students, and administrators, helping identify both academic and administrative needs.

### Grouping:

Similar ideas were combined into categories such as Automation, Communication, Analytics, and Support. This helped the team focus on key areas for developing efficient ServiceNow workflows.

### Step-3: Idea Prioritization

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#### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

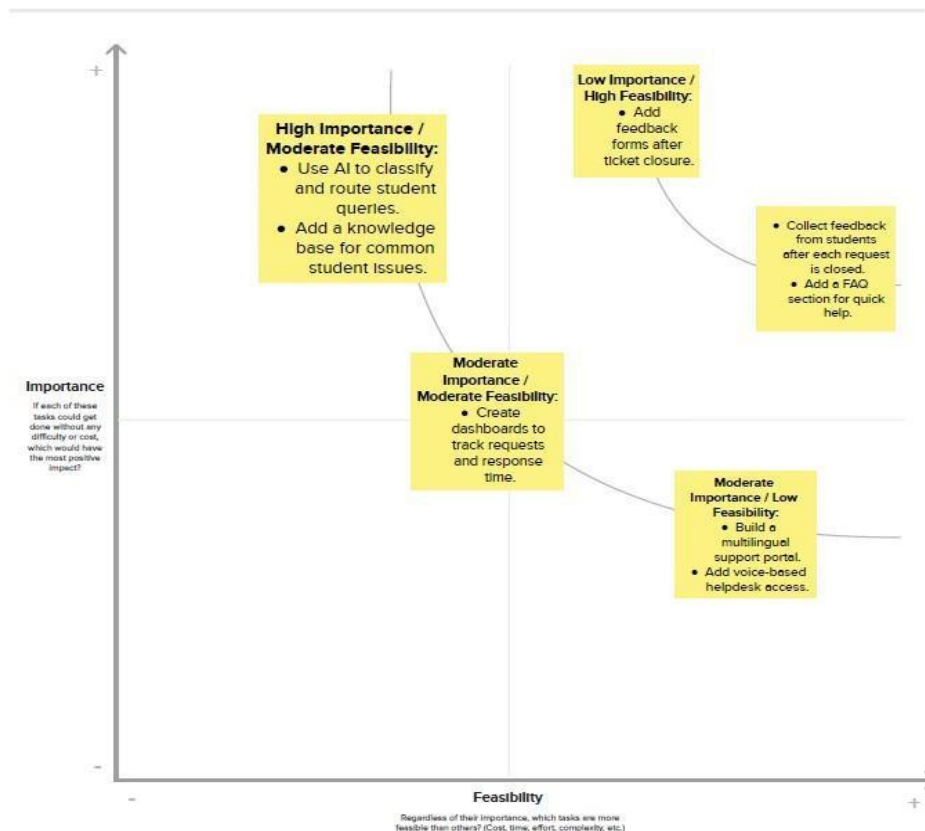


Fig 3: Prioritization of ideas based on feasibility and importance.

#### Idea Prioritization:

Ideas were evaluated based on importance, feasibility, and impact.

High-priority ideas included automating student admission workflows, tracking requests with dashboards, and using AI for query classification.

This helped the team focus on impactful solutions that could be implemented efficiently using ServiceNow.