

# 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

The template is titled "Template" and features a blue sidebar on the left. The main content area is divided into three columns. The first column contains a lightbulb icon and the title "Brainstorm & idea prioritization". It includes time estimates: "10 minutes to prepare", "1 hour to collaborate", and "2-6 people recommended". The second column is titled "Before you collaborate" and contains a box with steps: "Team gathering" (Principals / Head of Department, Faculty members, Administrative Officer, IT coordinator, and Student Representative), "Set the goal" (Enhance and automate institutional workflows like student admissions, attendance, feedback collection, or communication between departments), and "Find a facilitator" (Use tools like ServiceNow dashboards, Miro, PigtJam, or digital sticky notes). A note says "A bit of planning makes all the difference. Follow these steps to kick-start meaningful improvements in your institution's learning and management systems". A timer icon indicates "10 minutes". The third column is titled "Define your problem statement" and contains a box with a "PROBLEM" section: "How might we streamline our educational workflows using ServiceNow to improve efficiency, transparency, and student experience?". It includes a timer icon indicating "5 minutes". At the bottom right, there is a box titled "Key rules of brainstorming" with six rules: Stay in topic, Encourage wild ideas, Defer judgment, Listen to others, Go for volume, and If possible, be visual.

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

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

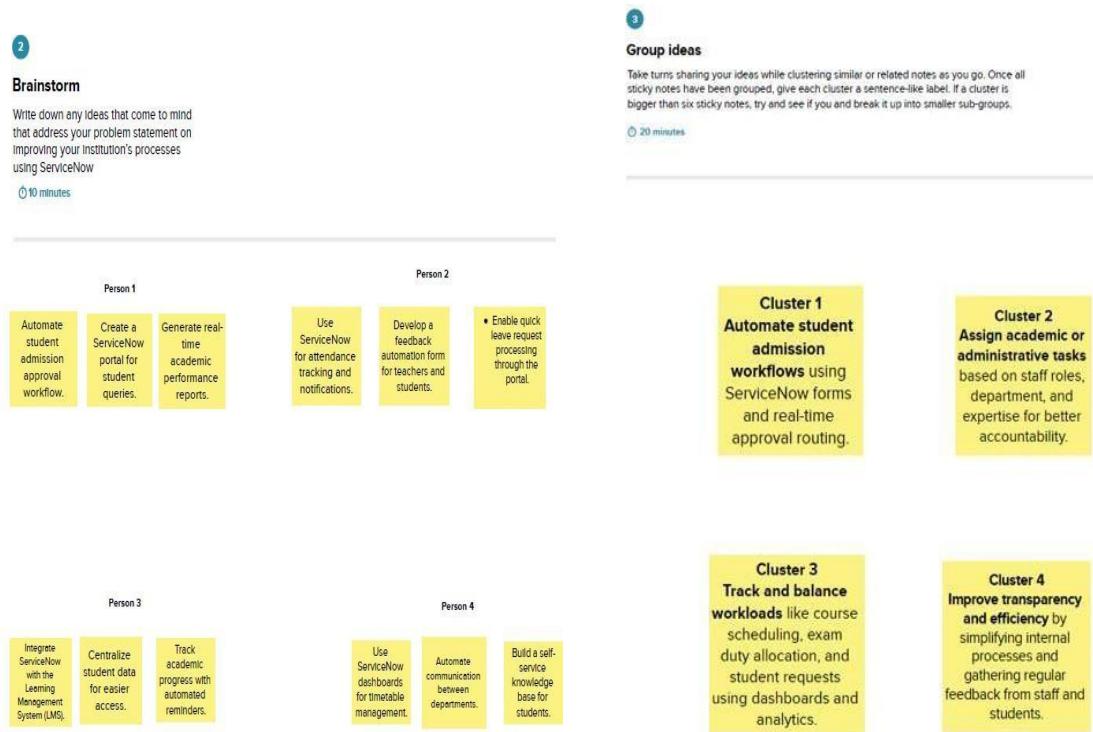


Fig 2: Brainstorming ideas generated by team members

### 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

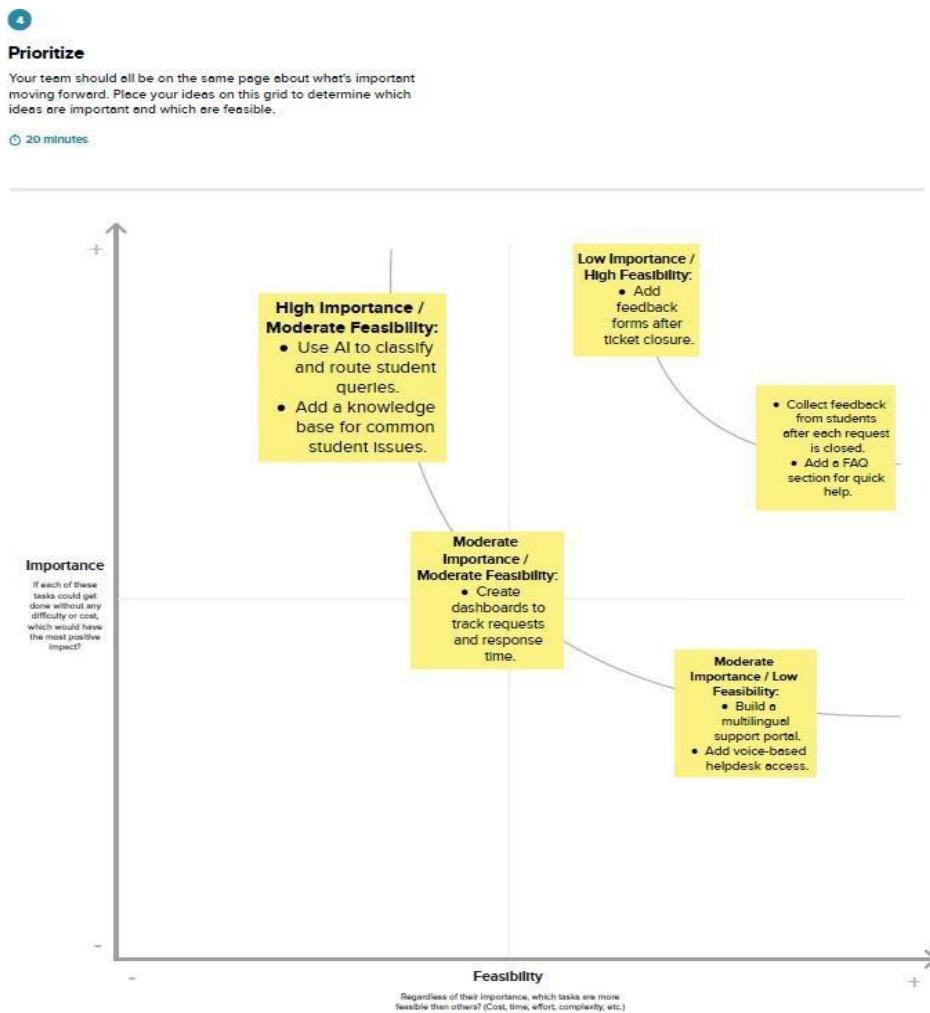


Fig 3: Prioritization of ideas based on feasibility and importance.

### 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.