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

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

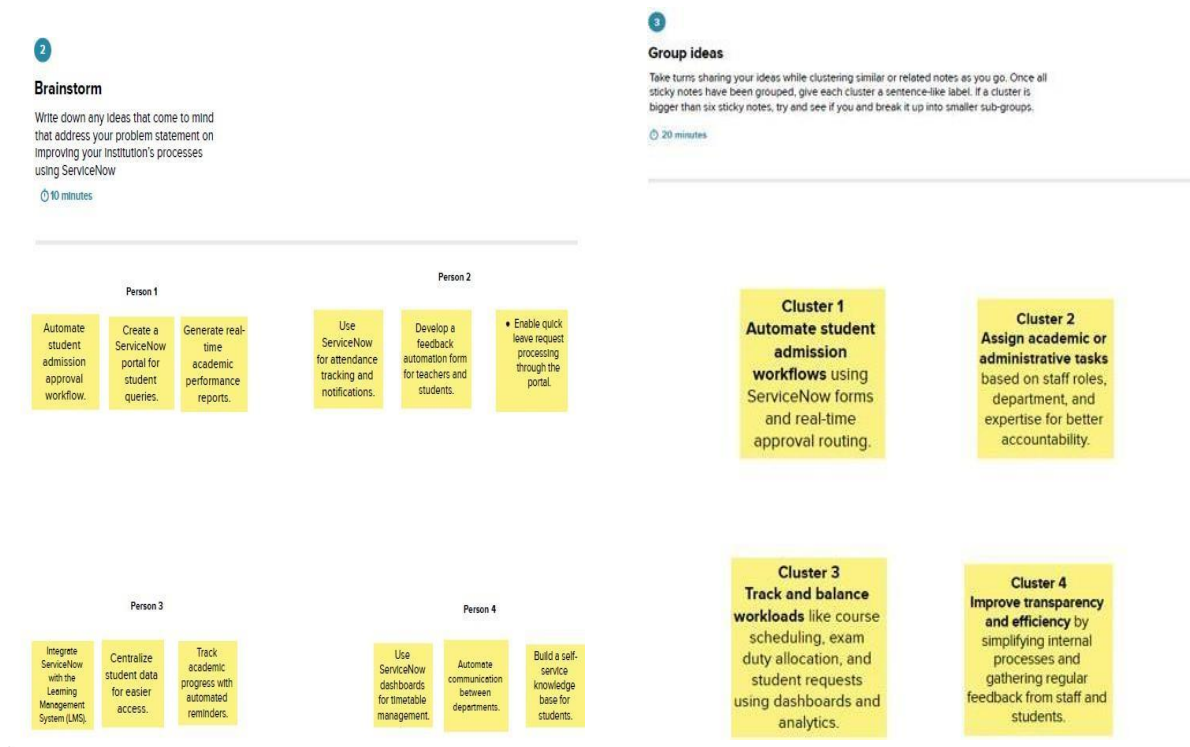**Step-2: Brainstorm, Idea Listing and Grouping**

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.
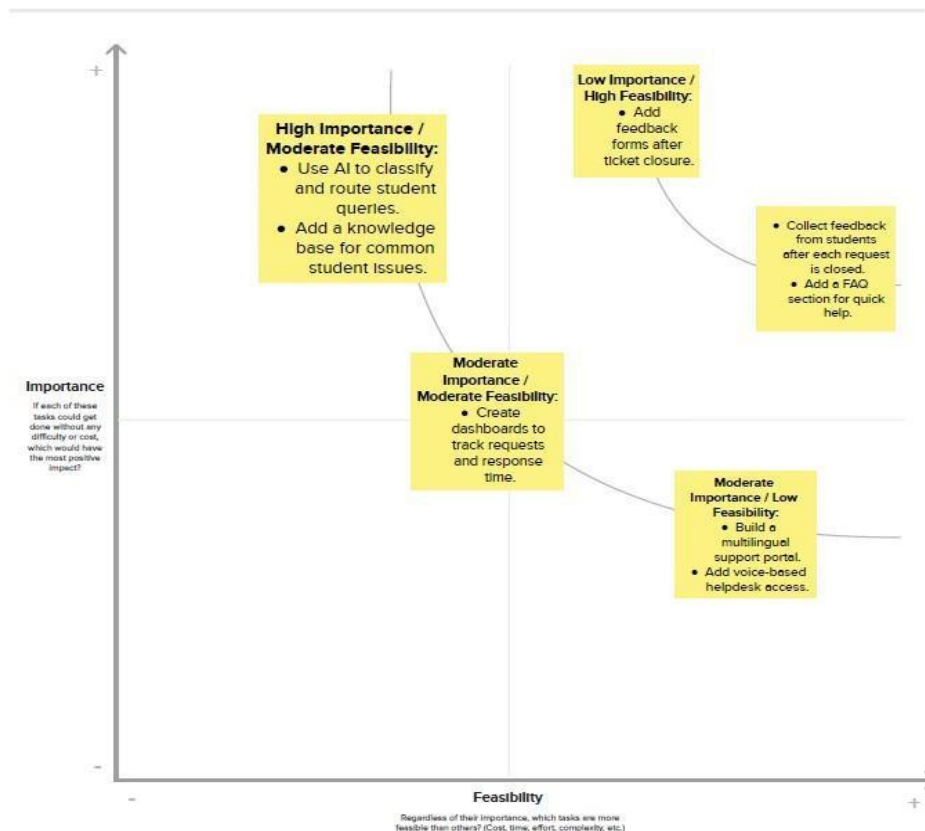
Step-3: Idea Prioritization

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.