Ideation Phase

Brainstorm & Idea Prioritization Template

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Project Name: Educational Organization Management Using ServiceNow

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Educational Organization Management Using ServiceNow – Template:

This guided project demonstrates how to streamline and automate academic and administrative operations within an educational organization using **ServiceNow**. The focus is on improving efficiency in handling academic records, student support, faculty requests, and administrative workflows through a centralized platform.

The process begins by defining the core needs of the educational institution — such as student record management, course scheduling, attendance tracking, and issue reporting. ServiceNow modules are then customized to fit academic workflows, integrating automation for repetitive tasks and approval processes.

A **workflow** is created to handle and route requests efficiently — for example, automating approval for course enrollment changes or managing IT support requests from staff and students. A **test scenario** is included to validate the automation:

- First, a test is performed for a new student admission workflow to ensure seamless onboarding.
- Then, another test verifies the efficiency of automated ticket assignment for faculty or student service requests.

This approach ensures transparency, reduces manual errors, and enhances communication across departments. Overall, the implementation supports better academic administration, improves student experience, and strengthens institutional efficiency.

Step-1: Team Gathering, Collaboration and Problem Selection

Team members collaboratively discuss challenges faced by educational institutions, such as manual record management, communication delays, and inefficient support systems. After analyzing multiple ideas, the team selects **"Educational Organization Management Using ServiceNow"** as the central problem statement.

Step-2: Brainstorming, Idea Listing, and Grouping

Brainstorming:
Team members contribute creative ideas on how ServiceNow can optimize various academic processes — like automating leave requests, tracking student progress, and digitalizing administrative forms.

Idea Listing:
All proposed ideas are listed to ensure no potential improvement is missed. Ideas may include:

- Automated student support ticketing
- Real-time attendance dashboards
- Digital faculty performance tracking
- Smart notification system for events and deadlines

Grouping:
Similar ideas are clustered under categories such as "Student Management," "Academic Support," and "Administrative Automation." This helps in identifying focus areas and setting implementation priorities.

Action Planning:
The most impactful ideas are turned into actionable steps with defined team responsibilities and target timelines.

Step-3: Idea Prioritization

Idea Prioritization:
Idea prioritization helps transform broad concepts into structured, achievable project components. For this project, the primary objective is to enhance educational management efficiency by leveraging ServiceNow's workflow and automation features.

By prioritizing key functions — like student services automation, faculty support, and real-time data tracking — the team ensures maximum impact on institutional productivity. Visual aids such as process flow diagrams and dashboards can further clarify workflow design and ensure alignment with institutional goals.

Overall, **idea prioritization** enhances clarity, supports decision-making, and ensures smooth project execution for digital transformation within educational organizations using ServiceNow.