

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	30 June 2025
Team ID	LTVIP2025TMID30156
Project Name	EDUCATIONAL ORGANISATION USING SERVICENOW
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template: [Reference \(click here\)](#)


By implementing an automated student support ticketing system using ServiceNow, educational institutions can transform operational efficiency by centralizing and automating support requests, thereby enhancing student satisfaction and streamlining issue resolution, which can significantly improve the learning experience..

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

Problem Statement: How can our educational organization effectively use ServiceNow to improve student services and campus IT operations?

Team: IT admins, faculty representatives, student council, and operations manager collaborated to identify key challenges in service delivery.

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.


- 1 Team gathering**
Define who should participate in the session and send an invite. Make relevant information or pre-work shared.
- 2 Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- 3 Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1 Define your problem statement
Traditional educational data management is often done manually using Excel sheets or paperwork. This leads to data inconsistency, duplication, and lack of realtime access.

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual



Need some inspiration?
Take a moment to explore all the projects in our project space.

[Open article](#)

Step-2: Brainstorm, Idea Listing and Grouping

Ideas generated:

- Automate student help desk ticketing
- Set up a self-service knowledge portal
- Use ServiceNow to track IT assets in labs
- Enable faculty to raise IT and HR service requests
- Student mobile app integration with ServiceNow

Grouped into: Student Support, IT Operations, Faculty Services



Step-3: Idea Prioritization

Top Prioritized Ideas:

1. Student Help Desk Automation
2. Self-service Knowledge Portal

3. IT Asset Management

Criteria considered: Impact on students, ease of implementation, long-term value

4

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.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick additions

Share the mural

Share a live link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in decks, or save in your drive.

Keep moving forward

Strategy blueprint

Define the components of a new idea or strategy.

[Open the template](#)

Customer experience journey map

Understand customer needs, emotions, and attitudes for an experience.

[Open the template](#)

Bringing the world closer, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template](#)