

## **Ideation Phase**

### **Brainstorm & Idea Prioritization Template**

<b>Date</b>	2 November 2025
<b>Team ID</b>	<b>NM2025TMIDO8585</b>
<b>Project Name</b>	Educational Organisation Using ServiceNow

#### **Brainstorm & Idea Prioritization Template:**

#### **Educational Organization using ServiceNow Template:**

##### **Overview:**

This guided project focuses on creating a centralized Educational Organization Management System using the ServiceNow platform. The primary goal is to digitize and automate academic operations such as student registration, faculty management, course tracking, and feedback collection — all within a unified system.

This brainstorming and idea prioritization framework helps teams collaborate effectively, unleash creativity, and develop structured concepts, even when working remotely.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

#### **Step 1: Team Gathering, Collaboration, and Problem Statement Selection**

Team members collaborated to pinpoint real-world challenges faced by educational institutions.

The selected problem statement was:

“How can we digitally manage an institution’s academic and administrative workflows using ServiceNow?”

The discussion highlighted the need for a unified platform that enables smooth interaction between students, faculty, and administrators, enhancing overall efficiency and user experience.

Reference:<https://www.mural.co/templates/brainstorm-and-idea-prioritization>

**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 Officer, IT coordinator, and Student Representative.

**Set the goal**  
Identify how to enhance and automate institutional processes 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.

**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 an smooth and productive session

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

## Step 2: Brainstorming, Idea Listing, and Grouping

### Brainstorm:

The team explored the major difficulties educational institutions encounter in managing academic and administrative activities. The focus was on leveraging ServiceNow tools such as *Flow Designer*, *Catalog Items*, and *Workflows* to drive automation, accountability, transparency, and efficiency.

### Idea Listing:

During brainstorming, several innovative ideas emerged, including:

- Automating the student admission and approval process.
- Assigning academic and administrative responsibilities based on staff specialization.
- Tracking course schedules, exam duties, and student service requests.
- Simplifying feedback collection to promote transparency and continuous improvement.

### Grouping:

The ideas were categorized into four major clusters:

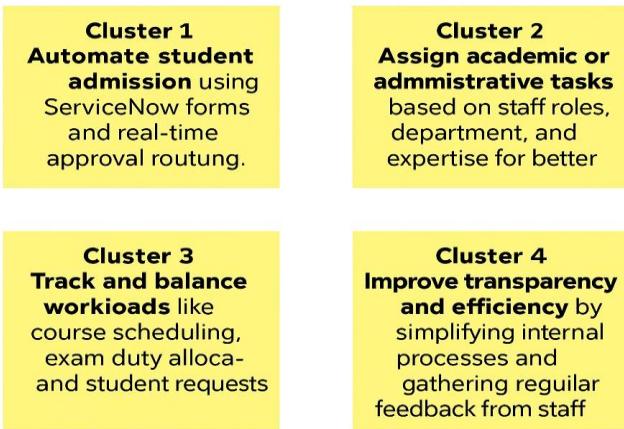
- Cluster 1:** Automate student admission workflows using ServiceNow forms and real-time approval mechanisms.
- Cluster 2:** Assign academic and administrative tasks based on staff roles, departments, and expertise to enhance accountability.
- Cluster 3:** Track workloads such as course scheduling, exam duties, and student requests using dashboards and analytics.

- **Cluster 4:** Strengthen transparency and operational efficiency through simplified internal workflows and structured feedback systems.

### Group ideas

Take turns sharing your meanwhile-clustering similar or related notes as you go: Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and

① 20 minutes



### Step-3: Idea Prioritization

The prioritization phase emphasized implementing the most impactful and foundational modules first — namely, Student Management and Course Management. These serve as the core of the educational management ecosystem.

This structured prioritization ensures a gradual rollout of additional features like feedback automation, performance tracking, and analytics dashboards. Visual aids and flow diagrams will be used to maintain clarity during development and foster effective stakeholder communication.

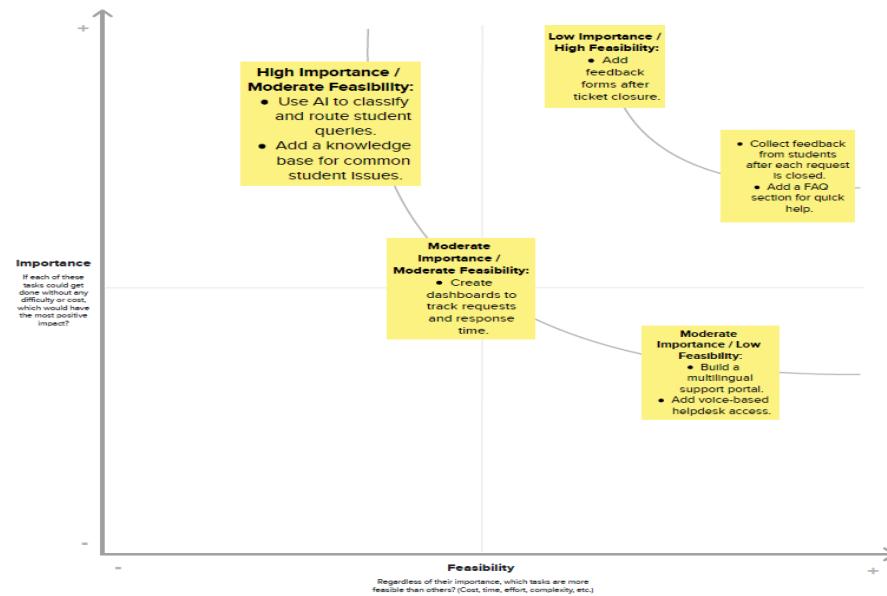
By organizing ideas based on educational relevance, technical feasibility, and user impact, the project sets a clear path toward building a comprehensive, digital educational management platform using ServiceNow.

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.

20 minutes



5

**After you collaborate**

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

**Quick add-ons**

**A Share the mural**  
Share a view link to the mural with stakeholders in the loop. About the outcomes of the session.

**B Export the mural**  
Export a copy of the mural as a PNG or PDF file. Email, include in slides, or save in your drive.

**Keep moving forward**

**Strategy blueprint**  
Define the components of a new ID strategy.  
[Open the template →](#)

**Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)

**Strengths, weaknesses, opportunities, and threats (SWOT)**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)