

Ideation Phase Brainstorm & Idea Prioritization Template

Date	2 November 2025
Team ID	NM2025TMIDO8585
Project Name	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

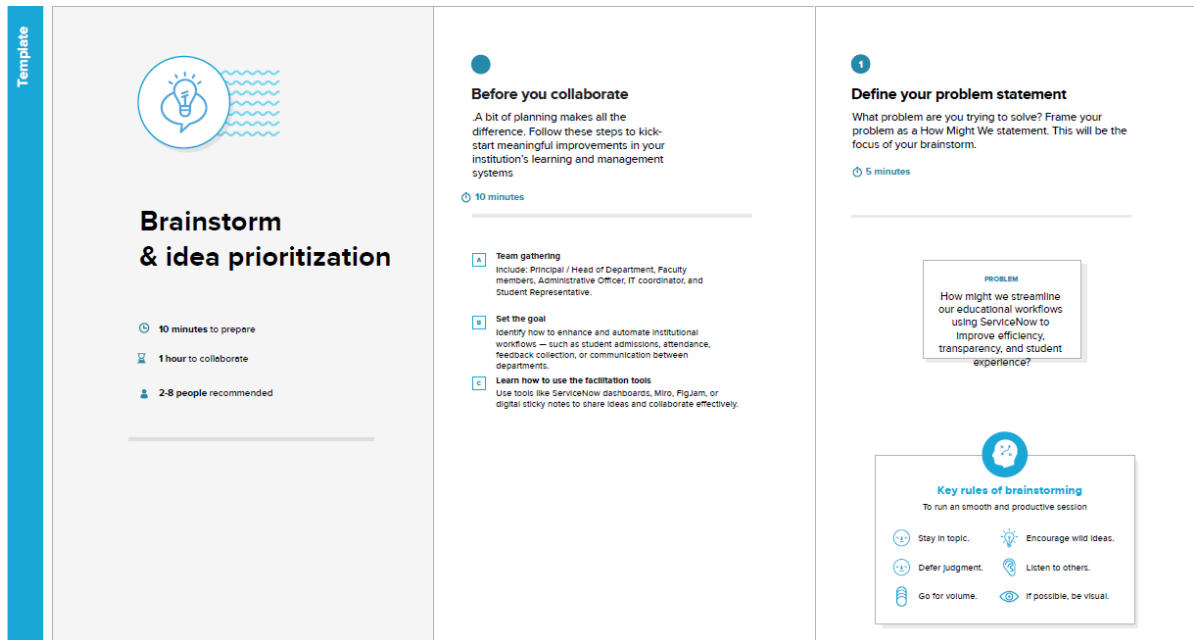
Team members collaborated to pinpoint real-world challenges faced by educational institutions.

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>



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:

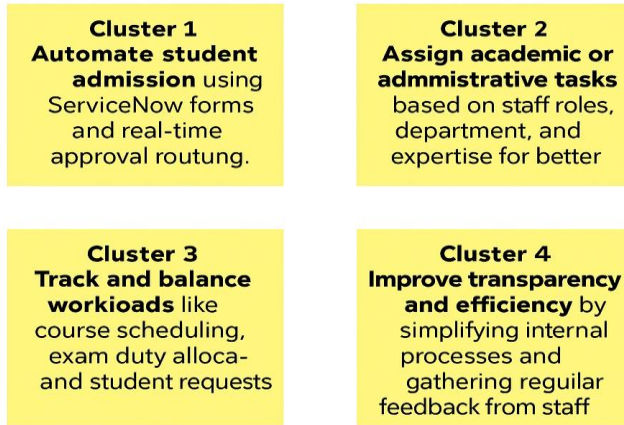
- **Cluster 1:** Automate student admission workflows using ServiceNow forms and real-time approval mechanisms.
- **Cluster 2:** Assign academic and administrative tasks based on staff roles, departments, and expertise to enhance accountability.
- **Cluster 3:** Track workloads such as course scheduling,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

⌚ 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.

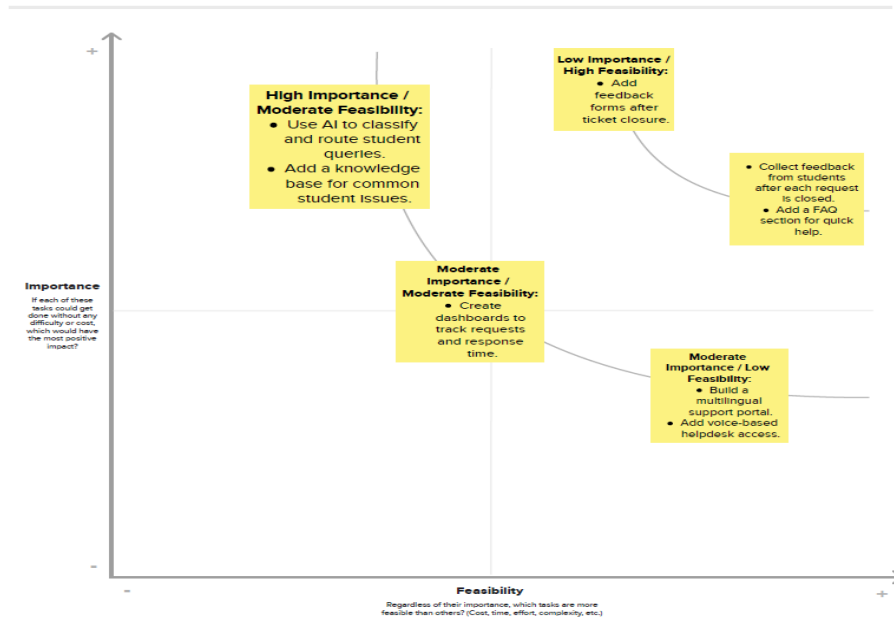
By organizing ideas based on educational relevance, technical feasibility, and user impact, the project sets a clear path toward building a comprehensive, digital educational management platform using ServiceNow.



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



After you collaborate

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

Quick add-ons

-  **Share the mural**
Share a view link to the mural with stakeholders. They can see the outcomes of the session.
-  **Export the mural**
Export a copy of the mural as a PNG or PDF. Emails, 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, motivators, 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 →](#)