Ideation Phase

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Brainstorm, Idea prioritization

Ideation Phase

An education organization can use the **ServiceNow Ideation phase (part of Strategic Portfolio Management or SPM)** to gather, evaluate, and prioritize innovative ideas from students, faculty, and staff across various operations, not just IT. This helps in continuous improvement, strategic planning, and fostering a culture of innovation.

Key Uses in the Ideation Phase

- **Crowdsourced Innovation:** The platform can provide a centralized portal where all members of the campus community (students, faculty, and staff) can submit ideas for new services, process improvements, or solutions to existing challenges (e.g., suggestions for new courses, streamlining administrative processes, or improving campus facilities).
- **Structured Idea Submission and Review:** ServiceNow can provide a structured framework for idea submission, including forms to capture details like potential benefits, required resources, and alignment with institutional goals. These ideas can then be channeled through an automated review and approval workflow.

- **Collaboration and Feedback:** The platform allows users to comment on, upvote, and discuss submitted ideas, fostering a collaborative environment and allowing the most popular and relevant ideas to rise to the top.
- **Prioritization and Roadmap Planning:** Ideas that gain traction can be evaluated against strategic initiatives and institutional priorities. The Ideation phase helps filter and select the most promising ideas to be converted into formal projects or initiatives within the Strategic Portfolio Management module, aligning projects with goals and optimizing resource allocation.
- **Tracking and Metrics:** The system offers dashboards and reporting capabilities to track the status of ideas, from submission to implementation. This provides administrators with insights into the innovation pipeline and helps measure the impact of new initiatives.