

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	23- JUNE-2025
Team ID	LTVIP2025TMID31224
Project Name	Education Organization Using ServiceNow
Maximum Marks	4 Marks

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Project: Education Organization Using ServiceNow

Reference: [Mural Template](#)

Introduction

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

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

- **Objective:** Align the team and clarify the main issue.
- **Action Plan:**
 - Bring together relevant stakeholders (Admin, IT Staff, Faculty, Students, Developers).
 - Define session roles: Facilitator, Note-taker, Timekeeper.
 - Set brainstorming ground rules (e.g., all voices heard, build on ideas).
 - Clearly define the problem.

Final Problem Statement:

“How might we improve the management of student services, faculty support, and IT operations in an educational institution using ServiceNow, to deliver faster, more efficient, and user-friendly digital experiences for all stakeholders?”

Step 2: Brainstorm, Idea Listing and Grouping

- **Objective:** Generate as many creative ideas as possible.
- **Timebox:** 15–30 minutes
- **Action Plan:**
 - Ask every participant to contribute ideas freely.
 - Use sticky notes (physical/virtual) to capture them.
 - Cluster/group similar ideas into common themes or categories.

Sample Idea Table:

Idea	Category	Notes
Self-service student portal	Student Services	Raise tickets, check status, access resources
Course registration workflow	Academic Services	Automate request/approval for courses
Faculty issue reporting tool	Faculty Support	For classroom, device, or network issues
Facility maintenance form	Infrastructure	Projector, AC, classroom maintenance
IT asset tracking	IT Support	Laptops, projectors, access points
Central knowledge base	All Users	FAQs, policy documents, how-tos


Grouped Themes:






- **Self-Service & Automation:** Portal, Course workflows
- **Staff & Faculty Support:** Issue reporting
- **Facilities & IT Ops:** Maintenance, Asset tracking
- **Knowledge & Communication:** KB, Notifications

Step 3: Idea Prioritization

- **Objective:** Shortlist high-impact ideas for development.
- **Methods:** Impact vs Effort Matrix or ICE Scoring

Impact vs Effort Table:

Idea	Impact (1–5)	Effort (1–5)	Notes
Self-service portal	5	3	 Must-have for user engagement

Idea	Impact (1–5)	Effort (1–5)	Notes
Course workflow automation	4	4	 Medium-term goal
Faculty reporting system	4	2	 Quick win
Facility request form	3	2	 Useful for ops
Knowledge base	3	1	 Easy to deploy
Asset tracking	3	5	 Long-term planning

Top 3 Prioritized Ideas:

1. Student Self-Service Portal
2. Faculty Issue Reporting Tool
3. Knowledge Base for Self-Help