**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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

**Brainstorm & Idea Prioritization Template**

**Project:** Education Organization Using ServiceNow  
**Reference:** [Mural Template](https://www.mural.co/templates/brainstorm-and-idea-prioritization)

**✳️ 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 |
| 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