

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID56024
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

In an educational organization, ServiceNow can transform operational efficiency by automating workflows such as student queries, campus IT support, faculty service requests, and asset tracking. This collaborative platform allows staff and students to engage in streamlined issue reporting and resolution. Through brainstorming, institutions can generate creative solutions on how best to deploy ServiceNow for enhanced academic and administrative services.


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.

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

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

Problem Statement: How can our educational organization effectively use ServiceNow to improve student services and campus IT operations?

Team: IT admins, faculty representatives, student council, and operations manager collaborated to identify key challenges in service delivery.



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1

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 [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

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

Step-2: Brainstorm, Idea Listing and Grouping

Ideas generated:

- Automate student help desk ticketing
- Set up a self-service knowledge portal
- Use ServiceNow to track IT assets in labs
- Enable faculty to raise IT and HR service requests
- Student mobile app integration with ServiceNow

Grouped into: Student Support, IT Operations, Faculty Services.

2

Brainstorm
Write down any ideas that come to mind that address your problem statement.
10 minutes

TIP

You can select a sticky note and fill the pencil icon to sketch how to start drawing!

Amar

Send

Call

Yuktesh

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3

Group ideas
Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.
20 minutes

Person 4

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Step-3: Idea Prioritization

Top Prioritized Ideas:

1. Student Help Desk Automation
2. Self-service Knowledge Portal
3. IT Asset Management

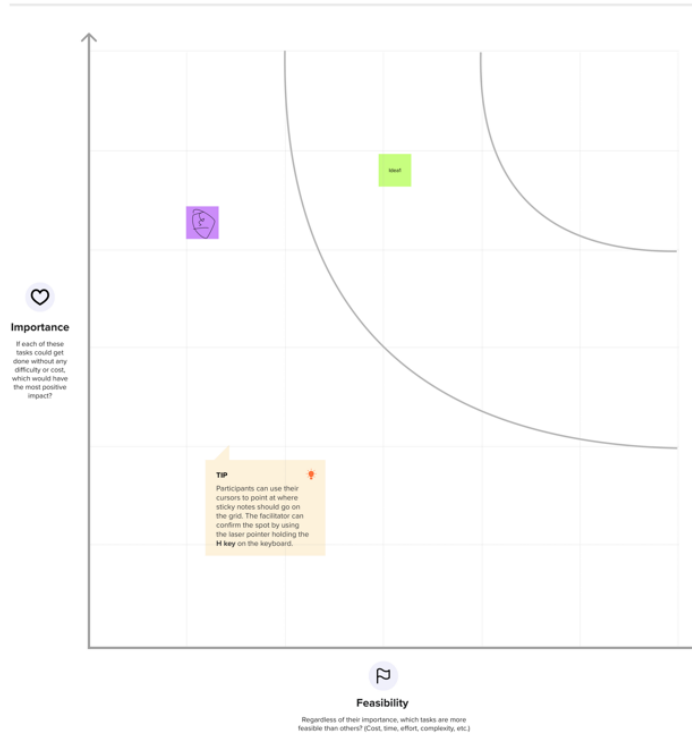
Criteria considered: Impact on students, ease of implementation, long-term value.

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



ServiceNow in Educational Organization

Below is a basic diagram showing how ServiceNow integrates various services in an educational institution:

