

Ideation Phase

Brainstorm & Idea Prioritization

Date	2-11-2025
Team ID	NM2025TMID03501
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

Introduction

In modern educational institutions, managing academic and administrative processes can be complex and time-consuming. ServiceNow, a powerful cloudbased platform, provides the tools necessary to automate workflows, improve communication, and enhance efficiency. This project, “Educational Organisation Using ServiceNow,” focuses on creating a digital ecosystem that connects students, faculty, and administrators. The goal is to automate processes such as student registration, course management, grievance redressal, and notification delivery through an integrated portal built within the ServiceNow environment. The solution envisions a smart campus management system where all stakeholders can interact through structured workflows, thus minimizing manual effort and maximizing transparency

Setting the Stage: The Need for Structured Brainstorming

Educational institutions are fertile ground for new ideas—whether it's improving student engagement, streamlining administrative processes, developing new courses, or enhancing research capabilities. However, without a structured approach, these ideas can remain disparate, unprioritized, or simply lost. Traditional brainstorming methods, while valuable for generating ideas, often lack the tools for effective capture, categorization, and the crucial step of prioritization. Date Team ID Project Name Educational Organisation Using ServiceNow Maximum Marks 4 Marks This is where ServiceNow can provide a robust framework, transforming chaotic ideation into a streamlined, actionable process.



ServiceNow for Idea Capture and Brainstorming

ServiceNow's platform offers several modules and features that can be configured to create a dynamic brainstorming environment:

- **Idea Portal (via Innovation Management):** This is perhaps the most direct application. ServiceNow's Innovation Management module includes an "Idea Portal" where anyone within the organization (students, faculty, staff) can submit new ideas. These ideas can be categorized, tagged with relevant keywords, and even assigned to specific departments or initiatives. This portal acts as a central repository for all incoming suggestions.
- **Knowledge Base Integration:** As ideas are submitted, relevant existing knowledge articles can be linked, ensuring that new suggestions don't duplicate efforts or ignore established solutions. This also helps in providing context for evaluators.
- **Service Catalog for Idea Submission:** A custom service catalog item can be created specifically for "Submit a New Idea." This provides a structured form with predefined fields (e.g., Idea Title, Problem it Solves, Proposed Solution, Estimated Impact, Required Resources), ensuring consistent data capture from the outset.

- **Collaboration Tools** (e.g., Connect Chat, Virtual Agent): For real-time brainstorming sessions, ServiceNow's collaboration features can facilitate discussions around submitted ideas, allowing teams to refine concepts, add details, and gather initial feedback.
- **Custom Applications**: For more specialized brainstorming needs, a custom application can be built within ServiceNow to mimic a digital whiteboard or a design thinking canvas, allowing for visual idea mapping and collaborative input.

