

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	13 November 2025
Team ID	NM2025TMID04098
Project Name	Educational Organisation using ServiceNow
Maximum Marks	4 Marks

Step 1: Team Gathering, Collaboration, and Problem Statement Selection

- All five team members gathered virtually to initiate ideation on possible real-world problems that can be solved using low-code platforms.
- After evaluating common administrative inefficiencies in schools, the team chose the problem statement:

“How might we automate student admissions and academic performance tracking in educational institutions using ServiceNow?”

Step 2: Brainstorming, Idea Listing, and Grouping

Raw Ideas Collected:

1. Auto-generation of admin number
2. Digital admission form
3. Auto-fill form data from existing tables
4. Pincode-based area detection
5. Auto-calculation of student total & percentage
6. Visual status flow of admission
7. Parent contact tracking
8. Conditional form field disabling
9. Role-based access control
10. Cloud-access from anywhere
11. Automate result declaration
12. Quick reporting system
13. Future integration with email/SMS notifications

Grouped Ideas:

- Admissions Automation
- Auto-generated admin number
- Pre-filled form fields
- School & purpose selection
- Performance Tracking
- Subject marks input
- Auto calculation of total, percentage, result
- Workflow & UX
- Status-based flow
- Field disabling for safety
- Area update using pincode
- Scalability
- Role-based access
- Notifications
- Reporting features

Step 3: Idea Prioritization

Idea Group	Priority	Reason for Priority
Admissions Automation	High	Core to system functionality, reduces time
Performance Tracking	High	Automates academic evaluation, boosts accuracy
Workflow & UX	Medium	Enhances usability, but can be improved later
Scalability Features	Low	Useful in future scope, not immediate MVP need