

IDEATION PHASE

Date	01-11-2025
Team ID	NM2025TMID01678
Project Name	Educational Organization

PROJECT OBJECTIVE:

The objective of this project is to design and implement an integrated digital solution using ServiceNow and Salesforce that streamlines the admissions process, enhances student progress tracking, and improves operational efficiency across the institution. By automating workflows, centralizing data, and enabling real-time insights, the project aims to deliver a seamless experience for students, faculty, and administrative staff—supporting the organization's mission to provide high-quality, student-centered education.

PROBLEM STATEMENTS:

1. Fragmented Admissions Workflow

- The current admissions process involves multiple disconnected systems and manual steps, leading to delays, errors, and poor applicant experience.

2. Limited Visibility into Student Progress

- Faculty and administrators lack a centralized platform to monitor student performance, attendance, and academic milestones in real time.

3. Inefficient Communication Channels

- Students and staff face challenges accessing support services due to siloed communication tools and inconsistent service delivery.

4. Manual Data Handling and Reporting

- Critical data for admissions and academic tracking is manually compiled, increasing the risk of inaccuracies and reducing decision-making speed.

5. Lack of Integration Between Front-End and Back-End Systems

- Salesforce handles student engagement while ServiceNow manages operations, but without proper integration, data flow is slow and redundant.

6. Inadequate Self-Service Options

- Students and staff have limited access to self-service tools for submitting requests, checking statuses, or retrieving academic information.

7. Compliance and Security Risks

- Disparate systems and manual processes make it difficult to maintain data integrity, audit trails, and compliance with educational regulations.

TOOLS & PLATFORM:

Platform: ServiceNow

Modules Used:

- Tables & Forms
- Number maintenance
- Process flow
- Client Script

TARGET USERS:

- **Prospective Student**
- **Enrolled Students**
- **Faculty and Academic Advisors**
- **Admission Offers**
- **IT and Administration Staff**
- **Institutional Leadership**

IDEA EVALUATION AND SELECTION:

The idea evaluation and selection process for this project was guided by a strategic framework designed to identify the most impactful and feasible solutions for improving admissions and student progress tracking within an educational organization. The project team began by establishing clear evaluation criteria, including feasibility, impact, scalability, integration capability, and user adoption. These criteria ensured that each idea was assessed not only for its technical viability but also for its potential to deliver meaningful improvements to students, faculty, and administrative staff.

Ideas were sourced from a variety of channels, including stakeholder interviews, student feedback surveys, benchmarking against peer institutions, and collaborative workshops with ServiceNow and Salesforce consultants. This inclusive approach helped surface both operational pain points and innovative opportunities. Among the ideas considered were automated admissions workflows, real-time student progress dashboards, unified self-service portals, integration layers between Salesforce and ServiceNow, and AI-powered chatbots for student support.

Each idea was scored against the evaluation criteria using a weighted matrix to ensure objectivity and transparency. The top-performing ideas—automated admissions workflow, student progress dashboard, and unified self-service portal—were selected for implementation. These solutions were chosen for their high feasibility, strong alignment with institutional goals, and ability to deliver immediate and long-term value. The selected ideas form the foundation of the project's deliverables and will drive the transformation of student services and academic operations across the organization.

OUTCOME OF IDEATION PHASE:

The ideation phase successfully generated a diverse set of strategic and operational ideas aimed at transforming the educational organization's admissions and student progress systems. Through collaborative workshops, stakeholder interviews, and benchmarking exercises, the project team identified key pain points and opportunities for innovation. Ideas were evaluated based on feasibility, impact, scalability, integration potential, and user adoption.

The ideation phase also fostered cross-functional collaboration, ensuring that the selected solutions reflect the needs of all key stakeholders—students, faculty, admissions officers, and IT staff. This phase laid the foundation for a focused and impactful project roadmap, setting the stage for successful execution and long-term transformation.