Ideation Phase Document

Date	2 November 2025
Team ID	NM2025TMID04318
Project Name	Educational Organisation using Service Now

1. Objective

The objective of the Ideation Phase is to **identify, explore, and prioritize innovative ideas and process improvement opportunities** that align with the educational organization's strategic goals and ServiceNow capabilities. This phase aims to **gather stakeholder insights, define pain points, and conceptualize potential ServiceNow solutions** that enhance operational efficiency, improve user experience, and support digital transformation across academic and administrative functions.

During the Ideation Phase, the project team will:

- Engage with key stakeholders (faculty, students, IT, and administrative staff) to understand current challenges and opportunities.

- Map existing workflows and identify areas for automation or optimization through ServiceNow.

- Generate and evaluate solution concepts that align with institutional priorities such as self-service, transparency, and improved service delivery.

- Develop a prioritized list of feasible ideas and use cases to guide the design and implementation phases.

2. Key Goals

Identify pain points in the current educational service processes.

Brainstorm potential ServiceNow-based solutions.

Prioritize high-impact, feasible ideas.

Align proposed ideas with the institution's digital transformation goals.

3. Stakeholders Involved

IT Department: ServiceNow developers and administrators.

Academic Staff: Professors, lecturers, and department heads.

Administrative Staff: HR, finance, and student services teams.

Students: End users of educational support services.

Project Management Team: Oversees implementation roadmap.

4. Activities in the Ideation Phase

a. Problem Identification

Conduct surveys and interviews to identify challenges (e.g., delayed service requests, manual approvals, lack of visibility in issue tracking).

Map existing service processes using flowcharts.

b. Brainstorming Sessions

Host workshops with cross-functional teams.

Use techniques like:

Mind Mapping to link ideas and solutions.

SCAMPER Method (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse).

Design Thinking Ideation for user-centered innovations.

c. Idea Generation Examples

Automated Student Helpdesk Portal in ServiceNow.

Faculty Leave and Approval Workflow automation.

Digital Asset Management System for lab and library resources. Incident

Management System for IT issues in smart classrooms.

Course Enrollment and Request Tracking Portal.

Knowledge Base for FAQs and self-service support.

d. Evaluation and Prioritization

Assess ideas using criteria like:

Feasibility: Can it be implemented using ServiceNow modules?

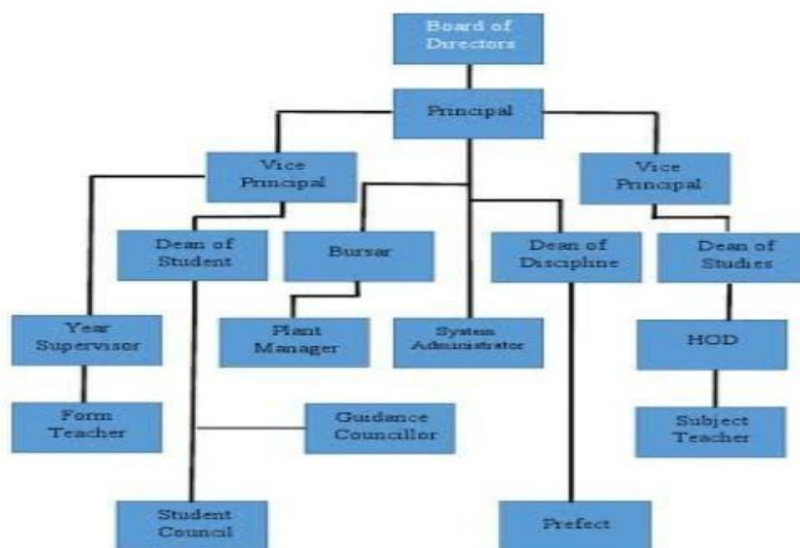Impact: Will it significantly improve user experience or efficiency?

Cost and Time: Estimated development effort.

Scalability: Can it expand for future institutional needs?

e. Documentation

Record shortlisted ideas in an Ideation Log.

Create Use Case Descriptions and Process Flow Diagrams for selected solutions.
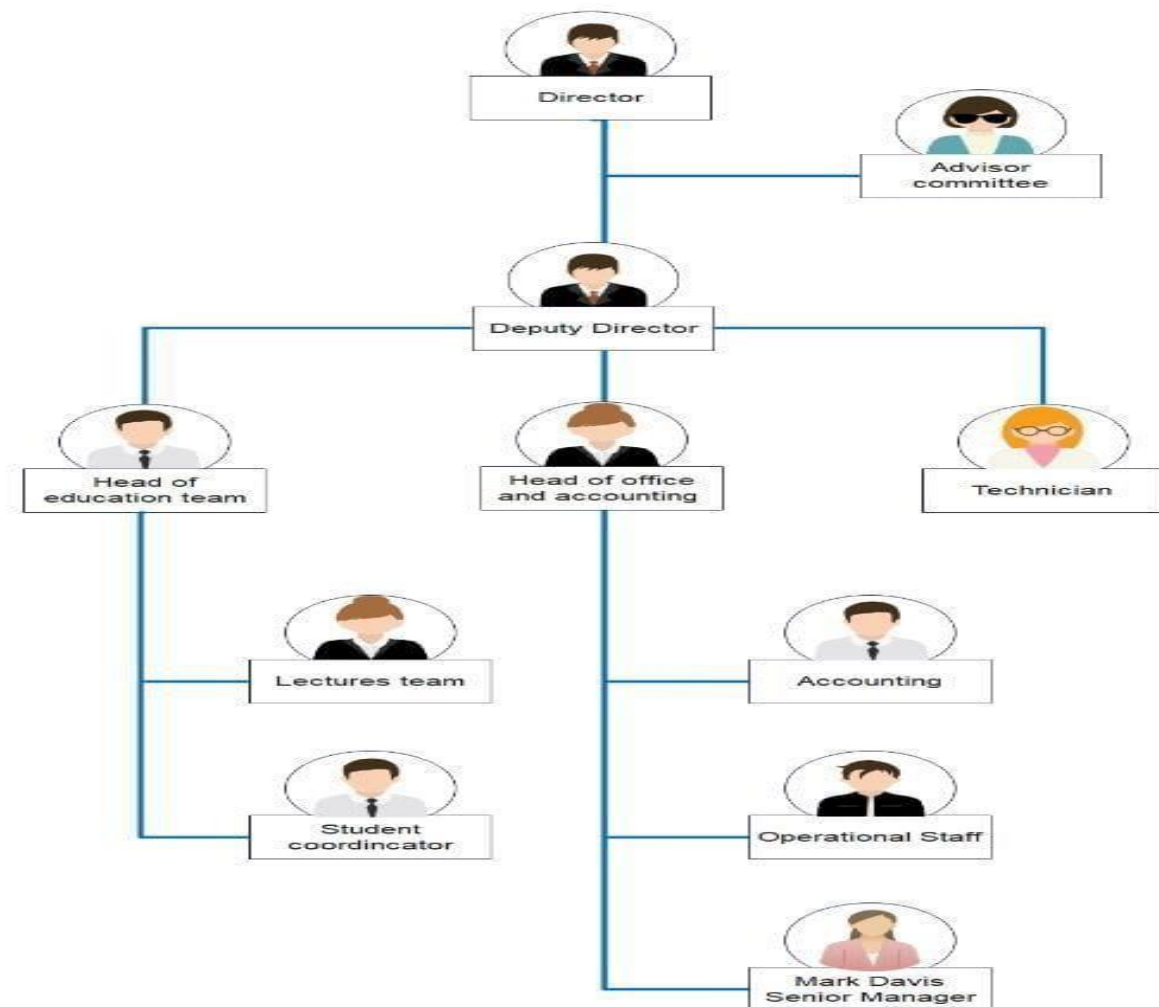
5. Deliverables

Ideation Report: Summary of all generated ideas and selection criteria.

Use Case Documents: Detailed explanation of chosen solutions.

Prioritized Idea List: Top ideas to move forward to the Design/Planning phase.

Presentation Deck: To communicate outcomes to leadership for approval.

6. Expected Outcomes

A clear set of innovative, feasible ServiceNow solutions tailored for educational workflows.

Enhanced collaboration and creativity across departments.

Foundation for the Design & Development Phase of the ServiceNow implementation.