

## Ideation Phase Brainstorm & Idea Prioritization Template

Date	16 AUGUST 2025
Team ID	NM2025TMID12788
Project Name	EDUCATIONAL ORGANISATION USING SERVICENOW
Maximum Marks	4 Marks

### Brainstorming & Idea Prioritization

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

- **Problem Statement:** *How can our educational organization effectively use ServiceNow to improve student services and campus IT operations?*
- **Team Members Involved:**
  - IT administrators
  - Faculty representatives
  - Student council members
  - Operations manager
- **Collaboration Outcome:**
  - Key challenges in service delivery were identified: delays in addressing requests, fragmented systems, lack of transparency, and poor student satisfaction.

#### Step 2: Brainstorming, 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
- Build student mobile app integration with ServiceNow

##### Grouped Categories:

- **Student Support:** Help desk automation, knowledge portal, mobile app integration
- **IT Operations:** IT asset management, infrastructure tracking
- **Faculty Services:** Faculty IT/HR service requests

#### Step 3: Idea Prioritization

##### Criteria Considered:

- Direct impact on students
- Ease of implementation

- Long-term institutional value

**Top Prioritized Ideas:**

1. **Student Help Desk Automation** – Reduces delays, improves transparency, enhances student satisfaction.
2. **Self-service Knowledge Portal** – Empowers students to find answers independently, reduces repetitive queries for staff.
3. **IT Asset Management** – Improves tracking of lab equipment, minimizes downtime, and ensures accountability.