Ideation Phase
Brainstorm & Idea Prioritization

Date	1 NOVEMBER 2025
Team ID	NM2025TMID00502
Project Name	**Educational Organisation Using ServiceNow**
Maximum Marks	4 Marks

Educational Management System Using ServiceNow Template:

This guided project demonstrates how to automate and centralize the management of students, courses, faculty, enrollments, and grades within an educational institution using ServiceNow App Engine Studio. The project begins with the creation of data tables and user forms to handle all academic records. Workflow automations are designed to send real-time notifications—for example, when students are enrolled or grades are posted—ensuring seamless communication and data integrity. Security roles are established to protect sensitive information and maintain privacy. The workflow includes various use case scenarios to validate system behavior, such as enrolling students, posting grades, and triggering notifications to specified stakeholders. These steps help administrators, faculty, and students achieve accurate, efficient, and secure record management through a fully digital   solution.
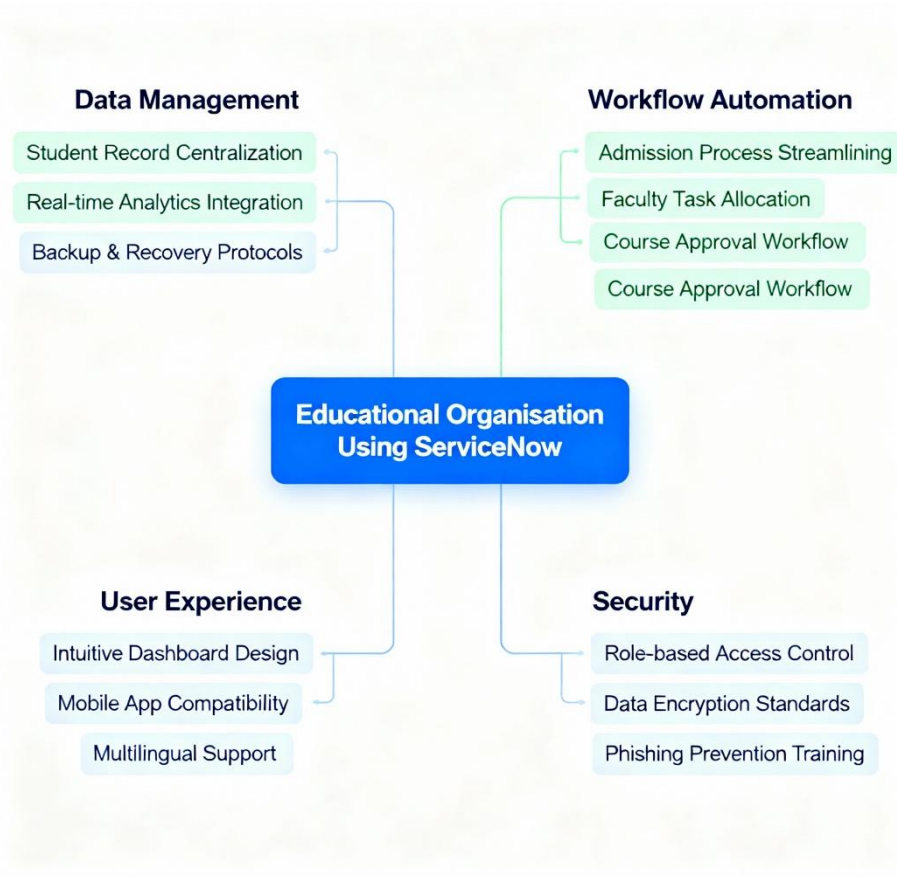
Step-1: Team Formation & Problem Statement Selection:

- Team members convene to analyze current challenges in educational record management.

- The problem statement chosen:
  Manual processes in academic administration cause delays, errors, and inefficiencies. How might we automate, centralize, and secure all academic operations using ServiceNow?

Step-2: Brainstorm, Idea Listing and Grouping:

Process	Actions	Sample Output
Brainstorming	Team generates solution ideas	- Digital student/faculty profiles
Idea Listing	Note down each idea	- Automated grade notifications
Idea Grouping	Cluster ideas by themes/modules	- Course/attendance workflow

Data Management
- Student Record Centralization
- Real-time Analytics Integration
- Backup & Recovery Protocols

Workflow Automation
- Admission Process Streamlining
- Faculty Task Allocation
- Course Approval Workflow
- Course Approval Workflow

Educational Organisation Using ServiceNow

User Experience
- Intuitive Dashboard Design
- Mobile App Compatibility
- Multilingual Support

Security
- Role-based Access Control
- Data Encryption Standards
- Phishing Prevention Training

Action Planning:

- Assign module leads and set rough timelines for initial concept development and feasibility testing.

Step-3: Idea Prioritization:

Each idea, module, or feature is ranked based on:

- Feasibility (can we build it with ServiceNow?)

- Impact (does it solve major pain points?)

- Resources (do we have the required team/expertise?)

Priority	Idea	Justification
High	Centralized academic database	Single source of truth, scalability
High	Automated workflow for admissions/grading	Improves accuracy, saves time
Medium	Analytics dashboards	Useful for monitoring, evaluation
Medium	Self-service portals	Enhances user experience