

Ideation Phase

Brainstorm, Idea Prioritization

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Project Name: Education Organisation using ServiceNow

Maximum Marks

Ideation Phase Overview

The **Ideation Phase** focused on generating innovative and effective solutions to automate and streamline administrative and academic operations within an educational institution using **ServiceNow**.

Building upon the insights from earlier problem identification and research, this stage explored multiple ideas to resolve key challenges — such as manual request processing, delayed approvals, lack of workflow automation, and limited performance tracking.

Step 1: Team Gathering, Collaboration and Selecting the Problem Statement

The team collaborated to understand the key pain points faced by students, faculty, and administrators.

Discussions highlighted issues like:

- Delays in processing student and staff requests.
- Manual approval processes causing administrative bottlenecks.
- Difficulty tracking and categorizing institutional requests.

After analyzing these challenges, the team selected “**Automation of Educational Workflow using ServiceNow**” as the primary problem statement for further ideation.

Step 2: Brainstorming, Idea Listing, and Grouping

During brainstorming sessions, several ideas were proposed by team members to improve the efficiency and transparency of educational management systems.

Proposed Ideas:

- 1. Automated academic and administrative request routing.
- 2. Integration of a student self-service portal.
- 3. AI-based request categorization and prioritization.
- 4. Automated approval workflows for faculty and admin.
- 5. Real-time notification and tracking system.
- 6. Dashboard for administrators to monitor performance and workloads.
- 7. Knowledge base integration for quick student self-help.

After listing the ideas, they were grouped under **Automation**, **Analytics**, and **User Experience** categories to streamline evaluation.

Step 3: Idea Prioritization

During the **idea prioritization** stage, all proposed ideas were evaluated based on **feasibility, impact, implementation cost, and expected benefits**.

A **prioritization matrix** was used to score each idea, and through team discussions, the top ideas were selected for implementation.

Idea	Feasibility	Impact	Priority Level
Automated Request Routing	High	High	✔ Top Priority
Self-Service Portal	High	Medium	High
Approval Workflow Automation	High	High	✔ Top Priority
AI-based Categorization	Medium	High	Medium
Real-Time Notifications	High	Medium	Medium
Analytics Dashboard	High	High	✔ Top Priority

After evaluation, the team finalized the **Automated Workflow System**, **Approval Process Automation**, and **Performance Dashboard** as the most impactful solutions.

These ideas were chosen for their ability to **reduce manual tasks, improve turnaround times, and enhance transparency** across all departments in the educational institution.

