

Ideation Phase

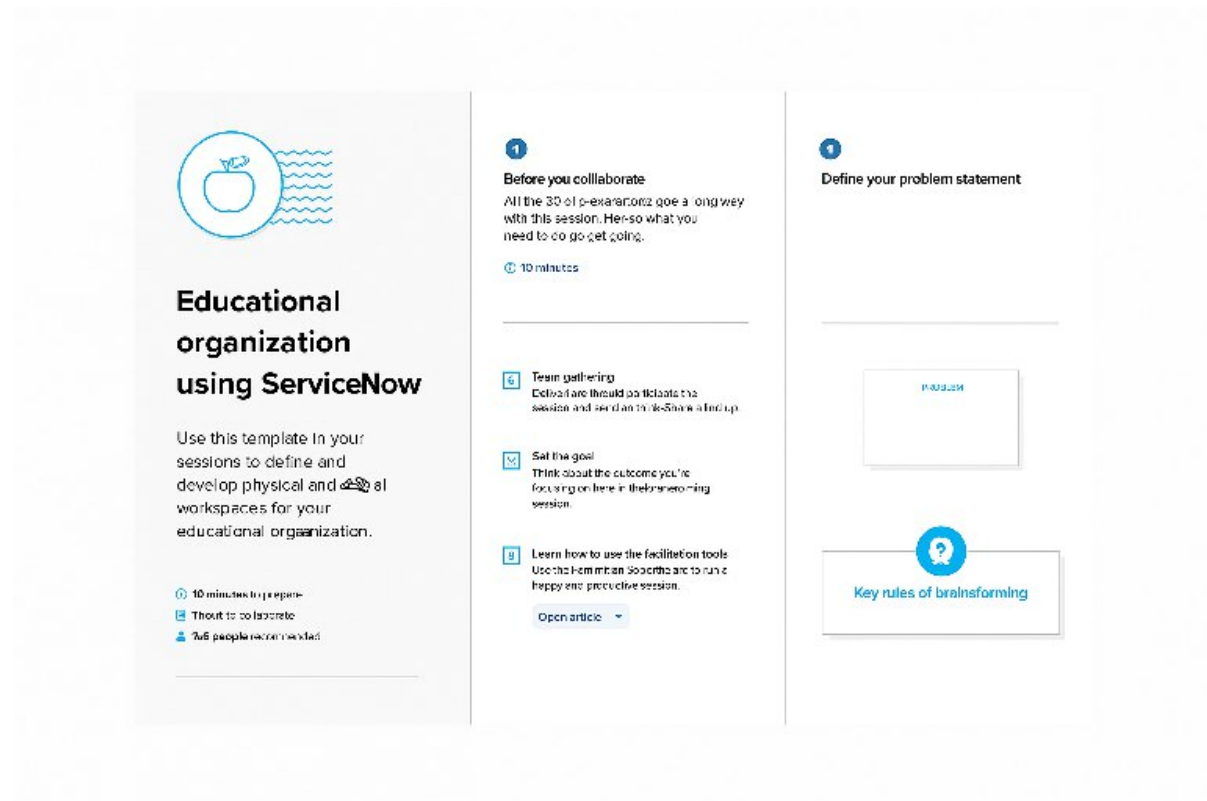
Brainstorm & Idea Prioritization Template

Date	30 October 2025
Team ID	NM2025TMID08703
Project Name	Educational Organization Using ServiceNow
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

The project "Educational Organization Using ServiceNow" aims to enhance the management and operational efficiency of educational institutions through digital automation and centralized service systems. During the brainstorming session, the team identified several challenges, including manual handling of student data, poor interdepartmental communication, time-consuming workflows, and lack of a unified platform for service requests and academic tracking. To address these issues, various ideas were proposed, such as developing a self-service portal for students and staff, implementing automated workflows for approvals, designing a student dashboard for academic and service updates, and introducing an IT support ticketing system. These ideas were prioritized based on their impact and feasibility, with top priorities being the Service Request Portal, Automated Workflows, Student Dashboard, and IT Support Ticketing modules. The next steps involve defining use cases, configuring ServiceNow components, designing user interfaces, implementing automation flows, and conducting user testing. The expected outcome is a smart, automated educational management system that improves communication, reduces manual effort, and enhances the overall experience for students, faculty, and administrators.

Step-1: Team Gathering, Collaboration and Select the Problem Statement:



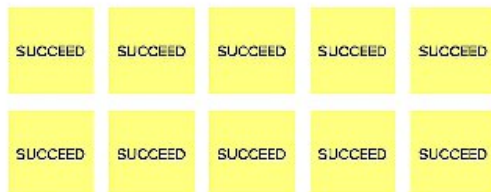
Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind to address your problem state.

🕒 10 minutes



3

Group ideas

Take turns, sharing your ideas while clustering similar or related notes as **you**, in the 10 minutes. **Give** each cluster a sentence label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub groups.

🕒 20 minutes

TIP

Add a sentence label for a sticky note group to help you see how it fits into the overall solution.

Step-3: Idea Prioritization

