Ideation Phase – Brainstorming & Idea Prioritization

Date:	1 NOVEMBER 2025
Team ID:	NM2025TMID02509
Project Name:	*Streamlining Ticket Assignment for Efficient Support Operations*
Maximum Marks:	4 Marks

The ideation phase for the project *Streamlining Ticket Assignment for Efficient Support Operations* began with a focused brainstorming session aimed at identifying innovative methods to enhance the ticket management process. The primary objective was to improve the speed, accuracy, and efficiency of support operations by minimizing manual effort and delays in ticket routing.

During the brainstorming stage, several operational challenges were identified, including incorrect ticket assignments, delayed response times, uneven workload distribution, and limited visibility in tracking progress. Potential solutions were explored using ServiceNow's automation capabilities to address these issues effectively.

The core concept involved designing an automated system that could route tickets instantly to the appropriate group or individual based on issue type. The design also emphasized intelligent classification, role assignment, and priority handling to ensure optimal workflow and timely resolution.

Brainstorming Outcomes

The following key ideas were generated during the brainstorming process:

- Implementation of automated ticket routing using ServiceNow Flow Designer.

- Creation of role-based and skill-based ticket assignments for precise task allocation.

- Structured table design for categorizing issues effectively.

- Establishment of Access Control Lists (ACLs) and groups for secure operations.

- Development of automated flows to assign tickets to groups such as *Certificates* or *Platform* based on the issue category.

Idea Prioritization

After collecting all ideas, prioritization was carried out based on three primary factors **impact**, **feasibility**, and **effort level**. This evaluation ensured that the most valuable and achievable ideas were selected for implementation.

Idea	Impact	Feasibility	Effort Level	Priority Category	Remarks
Automated Ticket Routing	High	High	Medium	✅ Quick Win	Core function to improve speed and accuracy.
Role-Based Assignment	High	High	Medium	✅ Quick Win	Essential for clear task distribution.
Skill-Based Allocation	High	Medium	Medium	◆ Major Project	Enhances accuracy in assignment.
AI-Based Prioritization	Very High	Medium	High	◆ Major Project	Useful for advanced automation.
Manual Review System	Low	High	Low	❌ Low Value	Redundant after automation.