

TEAM ID: NM2025TMID00737


PROJECT NAME: Calculating Family Expenses Using Service Now

Ideation Phase

Brainstorm & Idea Prioritization

Step 1: Team Gathering, Collaboration and Problem Statement

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-5 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

1

Team gathering
Invite who should participate in the session and send an invite. Share relevant information or pre-work ahead.

2

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

3

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1

Define your problem statement
To make other team members in managing their finances due to the chance of a partner's loss and different types of tracking bills expenses, writing budgets, and analyzing spending patterns. This project addresses the need for a smart, serviceNow-based expense calculator that automates expense management, reduces manual errors, and supports better financial decisions for improved family budgeting and financial well-being.

5 minutes

problem

How might we develop a ServiceNow-based expense management system that helps families efficiently track, categorize, and analyze their expenses to improve budgeting and overall financial well-being?

Key rules of brainstorming

To run an smooth and productive session

1

Stay on topic

2

Defer judgments

3

Go for volume

4

Encourage wild ideas

5

Listen to others

6

If possible, be visual

Step 2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

30 minutes

TIP

Stick notes on the wall or on a large sheet of paper so you can see them all at once.

2

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than one sticky note, try and see if you can break it up into smaller subgroups.

20 minutes

TIP

Use a timer to keep track of time. When the timer goes off, stop sharing ideas and move on to the next step.



Step 3: Idea Prioritization

3

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

30 minutes

TIP

Place your ideas on the grid based on what is most important to you. The facilitator can moderate the grid by using the lower number (1-5) for the most important and the higher number (6-10) for the least important.

