

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	01 November 2025
Team ID	NM2025TMID01508
Project Name	Optimizing User, Group and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming encourages creative thinking to solve project challenges through team collaboration. In this project, the focus is on improving user, group, and role management in ServiceNow by identifying key ideas for workflow automation, access control, and approval processes. Through this session, the team aims to generate, group, and prioritize ideas that enhance efficiency, accountability, and secure task management within the project workflow.

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

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
👤 2-8 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

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

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

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

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Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM

In a small project management team consisting of a Project Manager (Alice) and a Team Member (Bob), there is a need to efficiently manage project tasks and ensure accountability throughout the project lifecycle. The current system lacks clear role definitions, access controls, and a structured workflow, leading to confusion regarding task assignments and progress tracking.

Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing

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Brainstorm

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

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Implement a clear **approval workflow** so all task completions require manager validation.

Create **role-based access** to ensure only authorized members can update or approve project data.

Person 2

Enable **task update access** only for assigned users to avoid confusion in progress tracking.

Introduce **automatic status notifications** to alert both manager and team when a task changes.

Person 3

Configure **Access Control Lists (ACLs)** to secure project and task tables based on user roles.

Assign **dynamic roles and permissions** during user creation for easier management.

Person 4

Design a **ServiceNow Flow** to automatically assign tasks and update status upon completion.

Integrate **manager approval steps** within the workflow for accountability and tracking.

Grouping

3

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 six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Implement Role-Based Access and Workflow Automation
Define clear roles for users and automate task processes in ServiceNow to ensure accountability and efficiency.

Enhance Collaboration with Notifications and Access Controls
Use ACLs, approvals, and alerts to improve communication, security, and progress tracking within the project workflow.

Step-3: Idea Prioritization

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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.

⌚ 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

