

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	17 February 2026
Team ID	LTVIP2026TMIDS67078
Project Name	Calculating Family Expenses using ServiceNow
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

The team gathered to discuss common challenges faced in managing family expenses using traditional methods such as manual recording or scattered digital tools. After discussion, the team identified the need for a centralized system that can help families track expenses efficiently and improve financial planning.

Problem Statement:

Many families face difficulties in tracking and managing their daily expenses due to lack of centralized tools, manual record keeping, and absence of proper financial monitoring systems. This leads to poor financial visibility and inefficient budget management. Therefore, there is a need to develop a system that allows users to record, monitor, and analyze family expenses in an organized manner.

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

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

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

Learn how to use the facilitation tools
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1 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

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

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



Step-2: Brainstorm, Idea Listing and Grouping:

During brainstorming, the team generated multiple ideas to solve the identified problem. Ideas included developing a digital platform for recording expenses, enabling multiple users to enter expense data, automating expense calculations, providing monthly reports, and integrating workflows using the ServiceNow platform.

The generated ideas were grouped into the following categories:


- Expense Tracking – Recording daily expenses and managing financial data
- Automation – Automatic calculations and workflow integration
- Reporting & Monitoring – Generating reports and analyzing spending patterns
- User Experience – Simple forms and easy navigation
- Data Management – Centralized storage and secure access

2 Brainstorm

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

10 minutes

Tip: You can attach a sticky note to the board to capture your ideas.

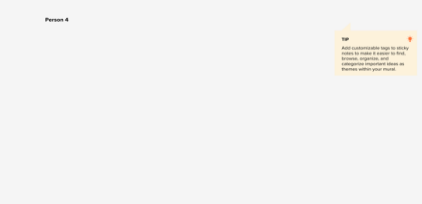


3 Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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: Make sure to label each cluster with 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.





Step-3: Idea Prioritization:

After evaluating the feasibility and importance of the generated ideas, the team decided to prioritize the development of a centralized Family Expense Management System using the ServiceNow platform. This solution was selected because it provides automation, centralized data storage, scalability, and reporting capabilities while being feasible to implement within the project timeline and available resources.

4

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

