

Ideation Phase

Brainstorm & Idea Prioritization

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Team ID	LTVIP2026TMIDS36006
Project Name	Asset Management Portal
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Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Brainstorming was undertaken as an essential first step in shaping the **Asset Management Portal**. The goal was to generate a diverse range of innovative and practical ideas to address the tracking, allocation, and lifecycle management of organizational assets. The team adopted an open and collaborative approach, creating a safe space where all contributions were welcomed without judgment. Emphasis was placed on creativity and collective input to ensure a well-rounded foundation for the project.

Key Elements of the Brainstorming Phase:

- **Volume Over Immediate Value:** Encouraged a large number of ideas without evaluating feasibility upfront, to uncover all possible features and solutions.
- **Unconventional Thinking:** Welcomed novel and bold ideas that could later be refined, allowing for outside-the-box functionality and interface designs.
- **Team Collaboration:** Fostered an environment where team members could build on each other's suggestions, leading to hybrid or enhanced concepts.
- **Structured Capture:** Used a shared document/template to organize ideas systematically, making it easier to evaluate and filter them later.


Following this ideation phase, the team transitioned to **Idea Prioritization** to narrow down the features and capabilities that would drive the project's success and stay within scope.

Criteria for Idea Prioritization:

- **Feasibility:** Assessed technical viability within the constraints of the development environment, timeline, and available resources.
- **Platform Alignment:** Evaluated how well ideas aligned with the tools and technologies being used (e.g., web portal frameworks, databases).
- **Impact & Efficiency:** Selected features that would have the greatest positive effect on asset utilization, tracking accuracy, and administrative workload reduction.
- **User-Focus:** Prioritized ideas that enhanced the experience for both employees (requesting assets) and administrators (managing lifecycle and reporting).

- **Automation Potential:** Favored solutions that could automate repetitive tasks, trigger alerts, and reduce manual intervention.

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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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

2 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!

Amor

Yuktash

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

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

Person 4

TIP
Add customizables tags to sticky notes to make it easier to find, organize, organize, and categorize important ideas on themes within your mural.

Step-3: Idea Prioritization

4

Prioritize

Your team should align on what matters most for tracking family expenses. Place your ideas on this grid to determine which ones are most important and feasible to implement using ServiceNow.

🕒 20 minutes

TIP

Team members can vote by dragging sticky notes based on how useful or realistic each idea is. Ideas in the top right are typically **quick wins**: high value, easy to implement! Start there.

