Ideation Phase
Brainstorm & Idea Prioritization Template

Date	2 November 2025
Team ID	NM2025TMID00386
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming is a creative process that fosters open collaboration and encourages every team member to share ideas freely without judgment. It focuses on generating a large volume of innovative and out-of-the-box ideas that can later be refined into practical solutions. This approach allows team members to build on each other's thoughts, promoting collective creativity and problem-solving. In the context of **"Calculating Family Expenses using ServiceNow,"** brainstorming helps identify diverse ways to automate expense tracking, simplify calculations, and enhance user experience through effective collaboration and imagination.

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

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

Step-2: Brainstorm, Idea Listing and Grouping

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 (launch to sketch) icon to start drawing!

Kirthika M S

| Daily expense form | Expense categorization | Budget alerts |

Archana M

| Dashboard visualization | Auto recurring expenses | Shared family access |

Esther Beaulah S

| AI saving tips | Expense forecasting | Monthly reports |

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 and 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.

Automation

| Auto recurring expenses | AI saving tips | Forecasting |

Analytics

| Dashboards | Reports | Expense categorization |

Budgeting

| Budget alerts | Expense limits | Savings goals |

User Experience

| Mobile-friendly access | Shared family access | Simple interface |

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

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

AI-based Suggestions

Dashboard & Reports

Budget Alerts

Expense Categorization

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)