

## Ideation Phase

### Brainstorm & Idea Prioritization

Date	18 June 2025
Team ID	LTVIP2025TMID20412
Project Name	Calculating Family Expenses using Service Now
Mentor Name	Dr Shaik Salma Begum
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization:

Brainstorming was conducted as an initial step to generate a wide range of creative ideas for designing the *Calculating Family Expenses Using ServiceNow* project. This phase provided an open and collaborative environment, allowing all team members to contribute freely without judgment. The focus was on generating as many ideas as possible, encouraging out-of-the-box thinking that could later be refined into actionable concepts.

Key aspects of the brainstorming process included:


- Encouraging **volume over immediate value**, to ensure all potential solutions were surfaced.
- Welcoming and building upon unconventional or novel ideas.
- Fostering collaboration, where team members supported and enhanced each other's suggestions.
- Using a shared template to capture ideas in a structured manner, making it easy to review and prioritize them later.

Following the idea generation phase, the team moved to **idea prioritization**. This involved:

- Reviewing the list of proposed features and solutions.
- Assessing feasibility within the constraints of the ServiceNow platform and project timeline.
- Prioritizing ideas that aligned with project objectives, such as scalability, ease of use, and automation.
- Selecting concepts that provided maximum impact for household expense tracking while being achievable during the internship duration.

This structured approach to brainstorming and prioritization helped the team shape the core features and design elements of the project, ensuring that the final solution addressed both creative possibilities and practical considerations.

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



### Brainstorm & idea prioritization

Use this template to guide your team through planning and automating family expense tracking using ServiceNow. Collaborate effectively even if you're not 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**

Identify who should participate in the session and send an invite. Share any relevant data or context about existing family expenses.

B

**Set the goal**

Decide what aspect of family expenses you'll be automating or tracking using ServiceNow in this session

C

**Learn how to use the facilitation tools**

Get familiar with ServiceNow tools or modules that help you automate workflows, forms, or dashboards for expenses.

[Open article](#) →

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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 session.

5 minutes

PROBLEM

How might we simplify monthly family expense tracking using ServiceNow?

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 and Grouping

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### Brainstorm

Write down any ideas that help track or manage family expenses using ServiceNow.

10 minutes

TIP

You can add a sticky note to your ServiceNow form or your ServiceNow Canvas. If you're using Canvas, you can add a sticky note to your canvas.

saran

Track monthly bills via catalog request

Create automated reminders for rent

Ram

Expense dashboard for each family member

Add budget limits to expense categories

Hema

Grocery tracker integrated with calendar

Visual charts using Performance Analytics

Samhitha

Alerts when expense exceeds limit

Checklist for recurring payments

3

### Group Ideas

Share your ideas and group similar expense-related notes. In the last 10 minutes, label each group with a short title. If a group has more than six notes, consider splitting it.

20 minutes

TIP

Use tags for recurring bills, savings, or automation to find patterns. This helps identify recurring themes and priorities in your expense tracking efforts.

Automation & Alerts

- Automated rent and bill reminders (Alerts when limits exceed)
- Notification setup on mobile
- Reminder checklist for recurring payments

Visualization & Reports

- Monthly PDF summaries Expense dashboards Performance Analytics charts Trends via ServiceNow reports

Data Entry & Tracking

- Daily dynamic form for expenses Grocery tracker
- Manual entry for cash spending
- Use catalog requests to log bills

Family Sharing & Control

- Shared access with family
- Approval workflow for large purchase
- Budget limits per member
- Spouse notifications for major expense

## Step-3: Idea Prioritization

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### 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.

