Brainstorming - Idea Generation - Prioritization Template

Date:	November 02, 2025
Team ID:	NM2025TMID05019
Project Name:	Calculating Family Expenses using ServiceNow
Maximum Marks:	5 Marks

Step-1: Team Gathering, Collaboration and Selection of Problem Statement
The team collaborated virtually to discuss common challenges faced by families in tracking and managing their daily expenses. The discussion focused on manual record-keeping, difficulty in maintaining consistency, and lack of automated expense summarization.
Selected Problem Statement: Families often face difficulties in maintaining accurate and consistent records of daily expenses. Manual tracking leads to errors, missed entries, and lack of financial insights. A ServiceNow-based automated system can streamline this process by recording, relating, and calculating expenses dynamically, thereby enabling better financial control and transparency.
Collaboration Notes: The team agreed to develop a ServiceNow application that automates expense calculation and tracking using custom tables, relationships, and business rules. The focus is on ease of use, automation, and real-time expense summaries per date.

Step-2: Brainstorm, Idea Listing and Grouping
The brainstorming session encouraged creative thinking under the principle of 'no idea is a bad idea.' The session generated 8 core ideas under categories like automation, user interface, reporting, and analytics.

Idea #	Idea Name	Description	Impact	Feasibility
1	Auto Expense Aggregation	Use business rules to automatically sum daily expenses.	High	High
2	Family Member Tracking	Add reference field to track which member spent the amount.	High	High
3	Expense Details Consolidation	Append comments and details automatically for each entry.	High	High
4	Dashboard Visualization	Display total and daily expenses visually.	High	Medium
5	Auto-Numbering	Generate unique IDs for each record using Number Maintenance.	Medium	High
6	Relationship Mapping	Link Daily Expenses with Family Expenses table.	High	High
7	Notifications	Notify when daily expense exceeds a defined limit.	Medium	Medium
8	Reporting & Analytics	Generate monthly expenditure summary reports.	High	Medium

Grouping of Ideas:

Group Name	Ideas Included	Purpose
Core Automation	1, 2, 3, 5, 6	To build the core functionality of automated expense calculation.
Visualization & Reports	4, 8	To provide users with clear expense trends and insights.
Alerts & Notifications	7	To ensure real-time control over excessive spending.

Step-3: Idea Prioritization
Ideas were prioritized using the Impact–Effort Matrix (Scale: 1–5). High-Impact and Low-Effort ideas were selected for initial implementation.

Idea Group	Impact	Effort	Priority	Rationale
Core Automation	5	3	High	Delivers key value through automation and data relations.
Visualization & Reports	4	4	Medium	Enhances user experience with data insights.
Alerts & Notifications	3	2	Low	Useful enhancement after base automation is stable.

Top Priorities:
1. Core Automation – Implement Family and Daily Expense tables with business rules for automatic

updates.

2. Visualization & Reports – Add dashboards and analytics once data structure is stable.

3. Alerts & Notifications – Extend system with expense limit alerts for proactive budgeting.

Summary of Implementation Plan

Sprint 1: Build core ServiceNow tables, relationships, and automation (Family Expenses + Daily Expenses).

Sprint 2: Add visualization dashboards and reporting.

Sprint 3: Introduce alert mechanism and optimize workflows.