IdeationPhase

Brainstorm & Idea Prioritization

Date	31 January 2025
Team ID	LTVIP2025TMID30467
Project Name	Automated Car Catalog System for Enhanced Showroom Management
Marks	4 Marks

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

Problem Statement:

Managing car showroom operations manually often leads to scattered catalog records, delayed customer responses, and a lack of visibility into how requests are fulfilled. These challenges not only affect internal efficiency but also create a poor experience for customers.

To solve this, we aim to build a smart, automated car catalog system using **ServiceNow**. The system will help showroom staff and customers by:

- Centralizing all car models into a structured digital catalog
- Allowing customers to browse and place requests easily
- Automating approvals at multiple levels to speed up decision-making
- Tracking the entire fulfillment process from request to delivery
- Sending real-time updates and notifications
- Giving customers access through a user-friendly service portal

Step 2: Brainstorm, Idea Listing and Grouping

Thought Process & Discussions:

During our team session, we began by identifying the real-world flow of a customer buying a car — from browsing models to order confirmation and delivery. We mapped these to ServiceNow features like catalog items,

workflows, and tables. The goal was to identify which features are most **critical**, which are **supportive**, and how they relate to the real-world experience of a car showroom.

Idea Listing Table:

S.No	Idea	Description	Group
1	Catalog Creation	Create digital catalogs such ad Mahendra	Catalog Management
2	Catalog Setup	Group cars into sudden, XUV, Sports	Catalog Management
3	Catalog Items	Create detailed car entries (e.g., Polo, Thar, XUV700)	Catalog Management
4	User Management	Add users (salesperson), roles, and access groups	User & Security
5	Table Creation	Custom table for car fulfillment tracking	Fulfillment Setup
6	Workflow	Automate approval and delivery process	Workflow Automation
7	Notifications	Send approval/rejection emails	Workflow Automation
8	Service Portal	Customers order cars from portal	End User Interface
9	Task Approval	Approve/reject tasks from Task table	Workflow Execution
10	Status Update	Update car delivery/production status	Fulfillment Setup

Step 3: Idea Prioritization

Rationale Behind Prioritization

Not all features carry the same value or complexity. Hence, we used the **Impact-Effort Matrix** to determine:

- **Quick wins** (high impact, low effort)
- **Strategic builds** (high impact, high effort)
- **Low priority enhancements** (low impact)

We collaboratively scored each idea on two dimensions:

- **Impact**: Value added to business and user experience (scale 1–5)
- **Effort**: Time, skill, and complexity to implement (scale 1–5)

Impact vs. Effort Matrix Table

Feature / Idea	Impact(1-5)	Effort(1-5)	Priority Category
Catalog Creation	5	2	High
Catalog Setup	4	1	High
Catalog Items	5	2	High
User And Group Creation	4	2	High
Table for Car Fulfillment	3	3	Medium
Workflow with Multi-level Approval	5	4	High
Notification Setup	4	3	Medium
Service Portal Integration	5	3	High
Task Approval Handling	4	2	Medium
Status Update Features	3	2	Medium

Conclusion

The **Car Catalog System** project blends customer-facing features (service portal, catalog browsing) with backend automation (approval workflows, fulfillment tracking). The prioritization process helped us align development efforts with **maximum business value**, ensuring that critical components are tackled first while enabling room for future enhancement.