

Ideation Phase

Brainstorm & Idea Prioritization Template

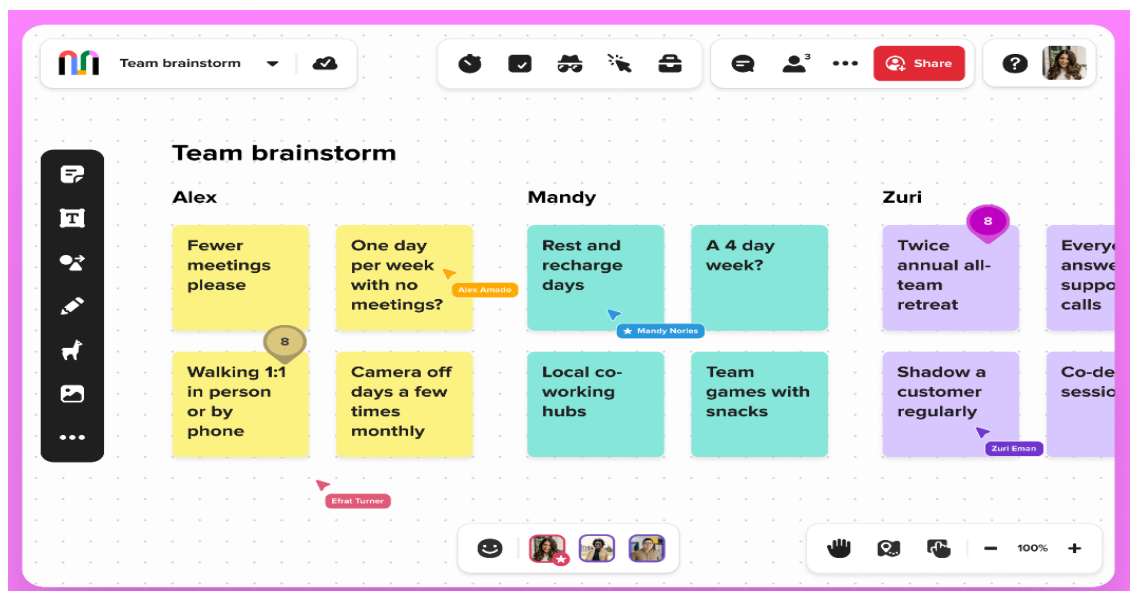
Date	27 June 2025
Team ID	LTVIP2025TMID28869
Project Name	Educational Organization using Servicenow
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Generate as many ideas as possible without judgment. Include wild, simple, and even "bad" ideas—they spark creativity. Use prompts like "What if we..." or "How might we...". Combine or tweak existing ideas to form new ones. Involve different perspectives to expand the idea pool. Group similar ideas together to spot themes or patterns. Eliminate duplicate or irrelevant ideas. Score ideas based on impact, effort, and feasibility. Use a simple 2x2 grid: high/low impact vs. high/low effort. Pick quick wins (high impact, low effort) to execute first. Prioritize ideas with a balance of originality and practicality. Reassess priorities if new information or constraints arise.

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

Market landscape	Customer persona	Product offering	Business goals
Market What is our target market for this solution? <div></div> <div></div> <div></div>	Audience Who is our target customer for this solution? <div></div> <div></div> <div></div>	Solutions How does our product/service solve our customer's pain points? <div></div> <div></div> <div></div>	Overall goals How does our product/service align with our business goals? <div></div> <div></div> <div></div>
Trends What are trends and factors are impacting the market? <div></div> <div></div> <div></div>	Customer goals What are customer "jobs to be done" of our customer? <div></div> <div></div> <div></div>	Value What is the value proposition of our offering? <div></div> <div></div> <div></div>	Resources What budget, personnel and other resources are available? <div></div> <div></div> <div></div>
Competitors What companies and products are we competing with? <div></div> <div></div> <div></div>	Pain points What does our audience struggle with today? <div></div> <div></div> <div></div>	Differentiation How does our product/service stand out from others? <div></div> <div></div> <div></div>	Measuring success How will we track our progress and measure success? <div></div> <div></div> <div></div>

Step-3: Idea Prioritization

