

**Ideation Phase**  
**Brainstorm & Idea Prioritization Template**

Date	2 Jan 2026
Team ID	
Project Name	Metro Ticket Generating System using ServiceNow
Maximum Marks	4 Marks

## **Brainstorm & Idea Prioritization**

Brainstorming is a structured approach to generate, analyze, and prioritize ideas that solve real-world problems. In this project, brainstorming was carried out to identify challenges in the existing metro ticket booking system and to design a digital, automated solution using the ServiceNow platform. The ideation process helped in selecting a feasible, impactful, and scalable solution.

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## **Step-1: Team Gathering, Collaboration and Selection of Problem Statement**

### **Team Collaboration**

Although this is an individual project, the system is designed considering the needs of multiple stakeholders involved in metro operations:

- Passengers (End Users)
  - Metro Operations Team
  - Station Managers
  - IT Administrators
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### **Selected Problem Statement**

The existing metro ticket booking system relies heavily on manual counters and paper-based ticketing, which causes long queues, delays, and inconvenience for commuters. Manual fare calculation and ticket issuance increase the chances of errors and reduce operational efficiency.

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### **Key Problems Identified**

- Long waiting time at metro ticket counters
- Manual and paper-based ticket generation

- Possibility of fare calculation errors
  - Lack of digital record tracking
  - Increased workload for metro staff
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## Step-2: Brainstorm – Idea Listing and Grouping

### Brainstormed Ideas

During the brainstorming session, the following ideas were generated:

- Online metro ticket booking system
  - Service Catalog-based ticket request in ServiceNow
  - Automated fare calculation based on stations
  - Digital ticket generation instead of paper tickets
  - Paperless and eco-friendly ticketing system
  - Centralized ticket booking data storage
  - User-friendly interface for ticket booking
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### Idea Grouping

The brainstormed ideas were grouped into the following categories:

#### User Convenience

- Online booking
- Reduced waiting time
- Easy ticket access

#### Automation & Efficiency

- Automated fare calculation
- Reduced manual work
- Faster ticket generation

#### Technology Platform

- ServiceNow Service Catalog
- Backend scripting
- Flow Designer automation

#### Sustainability

- Paperless ticketing
  - Environment-friendly approach
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## **Step-3: Idea Prioritization**

### **Priority Analysis**

Ideas were prioritized based on feasibility, impact, and ease of implementation using ServiceNow.

#### **High Priority Ideas**

- Service Catalog-based metro ticket booking
- Automated fare calculation
- Digital ticket generation

#### **Medium Priority Ideas**

- Request tracking using RITM
- Notification support

#### **Low Priority / Future Enhancements**

- QR code scanning at metro gates
  - Payment gateway integration
  - Analytics dashboards
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## **Final Prioritized Idea**

### **Metro Ticket Generating System using ServiceNow**

This idea was selected because it:

- Solves a real-world transportation problem
  - Is technically feasible using ServiceNow
  - Improves commuter convenience
  - Increases operational efficiency
  - Supports digital transformation and sustainability
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## **Outcome of the Ideation Phase**

- Clear identification of problems in the existing metro ticket system
- Selection of a high-impact and feasible digital solution
- Strong foundation for system design and development
- Alignment with automation and eco-friendly goals