

Ideation Phase
Brainstorm & Idea Prioritization Template

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| 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.

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.

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