Ideation Phase
Brainstorm & Idea Prioritization Template

Date	26 Febraury 2026
Team ID	LTVIP2026TMIDS60356
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

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

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

Person 1

Step-3: Idea Prioritization

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural
- Export the mural

Keep moving forward

- Strategy blueprint
- Customer experience journey map
- Strengths, weaknesses, opportunities & threats

Importance

- Collect and structure student, faculty, and academic data in ServiceNow with digital forms and workflows.

- Analyze institutional requirements and build real-time dashboards to monitor admissions, attendance, and performance.

- Store data in structured ServiceNow tables and publish secure, role-based reports for stakeholders.

- Implement automation, predictive analytics, notifications, and mobile-responsive access for smarter management.

Feasibility