

Ideation Phase

Brainstorm & Idea Prioritization

Date	24 June 2025
Team ID	LTVIP2025TMID20421
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
Mentor Name	Dr Shaik Salma Begum
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Brainstorming was conducted as an initial step to generate a wide range of creative ideas for designing the Streamlining Ticket Assignment For Efficient Support Operations project. This phase provided an open and collaborative environment, allowing all team members to contribute freely without judgment. The focus was on generating as many ideas as possible, encouraging out-of-the-box thinking that could later be refined into actionable concepts.

Key aspects of the brainstorming process included:


- Encouraging volume over immediate value, to ensure all potential solutions were surfaced.
- Welcoming and building upon unconventional or novel ideas.
- Fostering collaboration, where team members supported and enhanced each other's suggestions.
- Using a shared template to capture ideas in a structured manner, making it easy to review and prioritize them later.

Following the idea generation phase, the team moved to idea prioritization. This involved:

- Reviewing the list of proposed features and solutions.
- Assessing feasibility within the constraints of the ServiceNow platform and project timeline.
- Prioritizing ideas that aligned with project objectives, such as scalability, ease of use, and automation.
- Selecting concepts that provided maximum impact for household expense tracking while being achievable during the internship duration.

This structured approach to brainstorming and prioritization helped the team shape the core features and design elements of the project, ensuring that the final solution addressed both creative possibilities and practical considerations.

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



Brainstorm & idea prioritization

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.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

➔

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

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Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- 🙊 Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Jahnvi..

- Create Assignment Rules Based on Skill Level
- Implement Load Balancing Among Support Agents
- Enable Auto-Assignment Using Availability Status

Chandu

- Configure Email & SMS Alerts for Ticket Updates
- Develop a Real-Time Dashboard for Ticket Monitoring
- Use Business Rules for Ticket Categorization

Renuka

- Set Up SLA-Based Escalation Workflows
- Integrate Priority-Based Ticket Routing
- Configure Email & SMS Alerts for Ticket Updates

Kathyayani

- Design a Workflow for Auto-Assignment if SLA Breached
- Enable Round-Robin Ticket Distribution
- Include Custom Fields to Capture Issue Complexity

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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 can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add custom labels to sticky notes to make it easier to find, browse, organize, and categorize repetitive ideas as they surface.

Create Assignment Rules Based on Skill Level

Implement Load Balancing Among Support Agents

Enable Auto-Assignment Using Availability Status

Step-3: Idea Prioritization

4

Prioritize

Your team should align on what matters most for tracking family expenses. Place your ideas on this grid to determine which ones are most important and feasible to implement using ServiceNow.

🕒 20 minutes

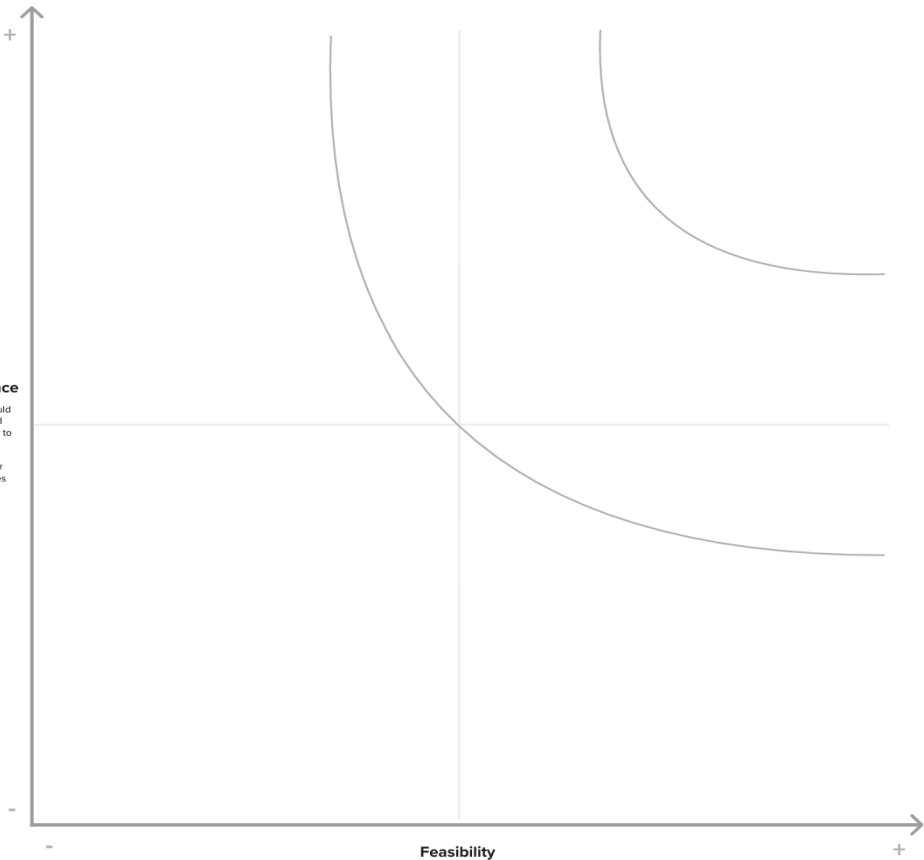
TIP

Team members can vote by dragging sticky notes based on how useful or realistic each idea is. Ideas in the top right are typically **quick wins**: high value, easy to implement! Start there.



Importance

Each idea should be rated based on its potential to improve how efficiently and accurately your family expenses are managed.



Feasibility
Rate how practical each idea is to execute in ServiceNow, considering effort, cost, time, and tools required.