

## **Ideation Phase**

### **Brainstorm & Idea Prioritization Template**

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| Date          | 02 November 2025  |
| Team ID       | NM2025TMID08944   |
| Project Name  | Optimizing User, Group, and Role Management with Access Control and Workflows |
| Maximum Marks | 4 Marks   |

#### **Brainstorm & Idea Prioritization Template:**

Brainstorming is all about creating a comfortable space where everyone feels free to share their thoughts and ideas. The goal isn't to find the perfect answer right away, but to gather as many ideas as possible — even the wild ones. Every idea counts, because one spark can inspire another. By listening, building on each other's thoughts, and working together, teams can turn a flood of creative ideas into real, practical solutions.

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

Our team collaborated to identify key challenges faced by growing organizations. We found that managing users, groups, and roles becomes increasingly complex over time, leading to manual errors, inconsistent access permissions, and security risks.

To tackle this issue, we chose to focus on optimizing and automating user management in ServiceNow. The goal is to ensure proper role-based access, streamline approval workflows, and strengthen security through better visibility and control.

#### **Step 2: Brainstorming, Idea Listing, and Categorization**

Our team held a brainstorming session to explore different ways to improve user, group, and role management in ServiceNow. We shared ideas, discussed how practical they were, and organized them into key focus areas like security, efficiency, and ease of implementation.

#### **Key Ideas:**

- A centralized module to manage users, groups, and roles effectively
- Automated workflows for role assignments to cut down on manual work
- Approval-based access requests to ensure controlled permissions
- Implementation of Access Control Lists (ACLs) to boost data security
- Role-based dashboards and reports for better visibility and decision-making
- Audit trails and notification systems to track access activities

### **Step 3: Idea Prioritization**

After examining all the suggested ideas through an impact and feasibility analysis, our team identified the most effective and achievable features to implement.

#### **Final prioritized ideas:**

- A centralized portal for managing users, groups, and roles
- Automated workflows for assigning roles based on predefined criteria
- Secure data handling through Access Control Lists (ACLs)
- Approval-based workflows for access requests
- Detailed audit logs and instant notifications for transparency and monitoring