

Ideation Phase

Brainstorm & Idea Prioritization

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| Date | 20 Feb 2026 |
| Team ID | LTVIP2026TMIDS24859 |
| Project Name | Calculating Family Expenses Using Service now |
| Mentor Name | Dr Shaik Salma Begum |
| Maximum Marks | 4 Marks |

Brainstorm & Idea Prioritization

Brainstorming was conducted as a crucial initial step in developing the Family Expense Management System. The objective was to generate a wide range of ideas to address the challenges of tracking, managing, and calculating family expenses efficiently. The team followed an open and collaborative approach, encouraging all members to share their ideas freely without criticism. This process helped create a strong conceptual foundation for building an automated and centralized expense management solution using the ServiceNow platform.

The brainstorming phase focused on identifying features that would improve expense tracking, automate calculations, and enhance financial visibility. Ideas included creating centralized expense tables, automating total expense calculations, linking daily and summary records, and generating reports for financial analysis. This phase ensured that multiple perspectives were considered before selecting the final system design.

Key Elements of the Brainstorming Phase:

- Volume Over Immediate Value:**

Encouraged generating a large number of ideas without immediate evaluation to explore all possible features and improvements.

- Innovative Thinking:**

Welcomed creative and automated solutions such as business rule-based expense calculation and real-time expense tracking.

- Team Collaboration:**

Promoted sharing and improving ideas collectively, resulting in enhanced solutions such as linking Daily Expenses with Family Expenses.

- Structured Documentation:**

Recorded ideas in a structured format to organize, review, and evaluate them effectively during the selection process.

Idea Prioritization

After brainstorming, the team performed idea prioritization to identify the most effective and feasible features for implementation. This ensured the project remained within scope while delivering maximum value and functionality.

Criteria for Idea Prioritization:

- Feasibility:**

Evaluated ideas based on technical feasibility within the ServiceNow platform, available tools, and development timeline.

- Platform Compatibility:**

Prioritized ideas that aligned well with ServiceNow capabilities such as custom tables, business rules, and automation features.

- Impact & Efficiency:**

Selected features that significantly improved expense tracking accuracy, automation, and ease of financial management.

- User-Focused Design:**

Prioritized features that provided a simple and user-friendly interface for entering and viewing expense records.

- Automation Capability:**

Focused on implementing automated calculations, record updates, and expense summaries to reduce manual work and errors.

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.

[Open article](#) →



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 an 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



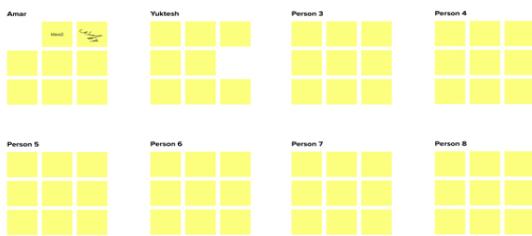
Brainstorm

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

⌚ 10 minutes

TIP

You can select a sticky note and draw on it by clicking the [sketch] icon to start drawing!



Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, 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 4

TIP
Add customizable tags to sticky notes to make it easier to find. Consider adding color to categorize important ideas as themes within your mural.

Step-3: Idea Prioritization

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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.

