

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS65560
Project Name	Educational Organization 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

The screenshot shows a digital template for a brainstorming session. It is divided into three main vertical sections:

- Left Column:** Features a lightbulb icon in a speech bubble and the title "Brainstorm & idea prioritization". Below it, a note says: "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." It also lists preparation time: "10 minutes to prepare", "1 hour to collaborate", and "2-8 people recommended".
- Middle Column:** Titled "Before you collaborate". It includes a step A: "Team gathering" (10 minutes), which asks to define participants and send invites; a step B: "Set the goal" (5 minutes), which asks to think about the problem; and a step C: "Learn how to use the facilitation tools" (with a link to an article). There is also a "PROBLEM" box containing the placeholder "How might we [your problem statement]?".
- Right Column:** Titled "Define your problem statement" (5 minutes). It contains a box with the placeholder "PROBLEM: How might we [your problem statement]?" and a section titled "Key rules of brainstorming" with six rules: "Stay in topic.", "Encourage wild ideas.", "Defer judgment.", "Listen to others.", "Go for volume.", and "If possible, be visual." Each rule has a small icon next to it.

Step-2: Brainstorm, Idea Listing and Grouping

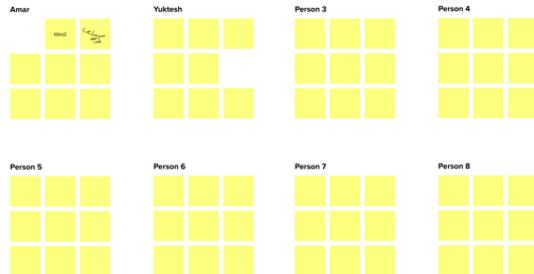
2

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!



3

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 can break it up into smaller sub-groups.

⌚ 20 minutes

TIP
Add customizable tags to sticky notes to easily find, review, organize, and categorize important ideas as themes within your mind.

Person 4

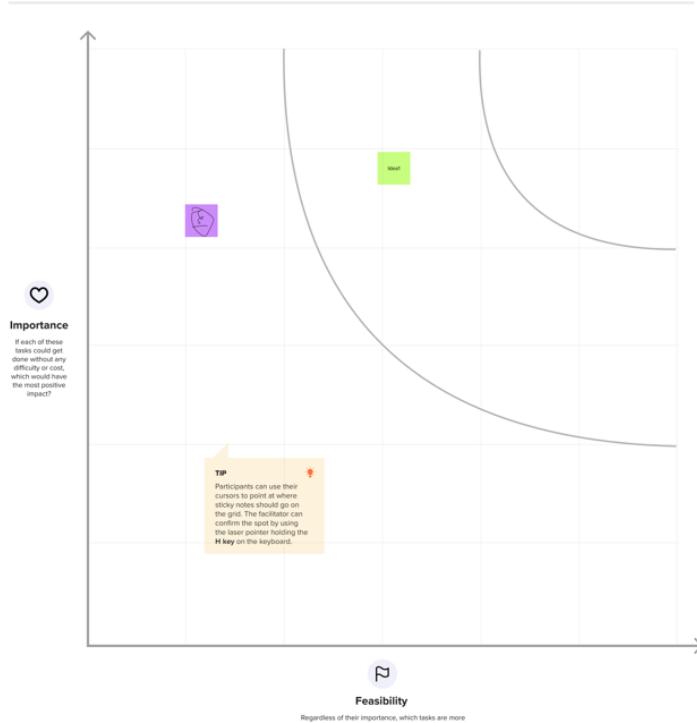
Step-3: Idea Prioritization

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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



Step 1: Team Gathering, Collaboration, and Problem Statement Selection

- All five team members gathered virtually to initiate ideation on possible real-world problems that can be solved using low-code platforms.
- After evaluating common administrative inefficiencies in schools, the team chose the problem statement:

“How might we automate student admissions and academic performance tracking in educational institutions using ServiceNow?”

Step 2: Brainstorming, Idea Listing, and Grouping

Raw Ideas Collected:

1. Auto-generation of admin number
2. Digital admission form
3. Auto-fill form data from existing tables
4. Pincode-based area detection
5. Auto-calculation of student total & percentage
6. Visual status flow of admission
7. Parent contact tracking
8. Conditional form field disabling
9. Role-based access control
10. Cloud-access from anywhere
11. Automate result declaration
12. Quick reporting system
13. Future integration with email/SMS notifications

Grouped Ideas:

- Admissions Automation
- Auto-generated admin number

- Pre-filled form fields
- School & purpose selection
- Performance Tracking
- Subject marks input
- Auto calculation of total, percentage, result
- Workflow & UX
- Status-based flow
- Field disabling for safety
- Area update using pincode
- Scalability
- Role-based access
- Notifications
- Reporting features

Step 3: Idea Prioritization

Idea Group Priority Reason for Priority

Admissions

Automation High Core to system functionality, reduces time

Performance

Tracking High Automates academic evaluation, boosts accuracy

Workflow & UX Medium Enhances usability, but can be improved later

Scalability Features Low Useful in future scope, not immediate MVP need