

## 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



### 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

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**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

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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

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**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 select2.com to start drawing)



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**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 make it easier to find, browse, organize, and categorize important ideas as themes within your mind.

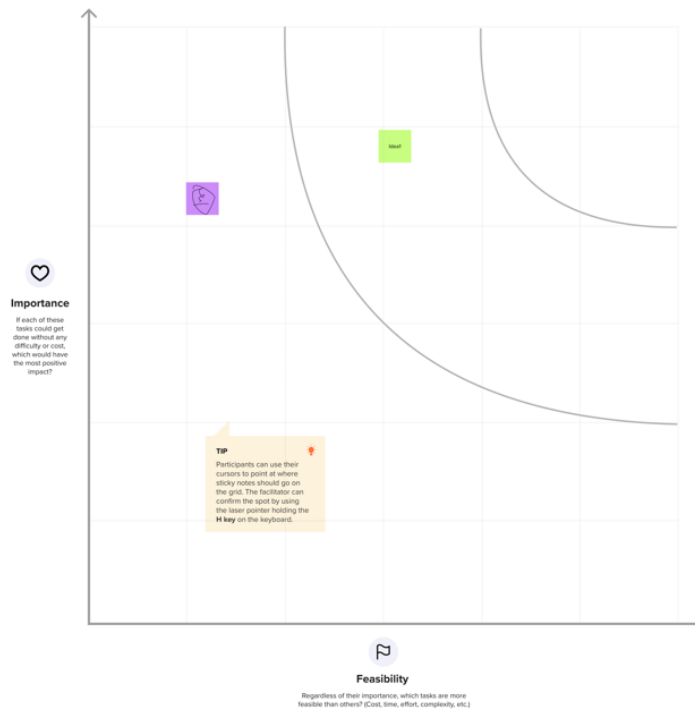
## Step-3: Idea Prioritization

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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