

## Ideation Phase

### Brainstorm & Idea Prioritization Template

|               |   |
|---------------|---|
| Date          | 01 November 2025  |
| Team ID       | NM2025TMID09058   |
| Project Name  | Optimizing User, Group, and Role Management with Access Control and Workflows |
| Maximum Marks | 4 Marks   |

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

Brainstorming creates an open and inclusive environment that encourages every team member to actively engage in the creative thinking process leading to problem-solving. By focusing on quantity over quality, it welcomes out-of-the-box ideas that can be expanded and refined. Participants are motivated to collaborate and support one another, fostering the development of a wide range of innovative solutions.

#### **Step 1: Team Gathering, Collaboration, and Selecting the Problem Statement**

Our team identified a recurring challenge faced by many organizations: as they expand, managing users, groups, and roles becomes increasingly complex. Manual role assignments, inconsistent access permissions, and the absence of centralized monitoring frequently result in inefficiencies and potential security vulnerabilities.

This project aims to simplify and automate user management processes within ServiceNow. The solution ensures that users receive appropriate access according to their roles, automates approval workflows for access requests, and strengthens overall security by providing improved visibility and control.



#### **Step 1: Team Gathering, Collaboration, and Selecting the Problem Statement**

1. User management
2. Group management
3. Role management

##### **Outline your situation**

Detail the specific issues faced  
Detail specific issues faced

- Problem statement  
Generate problem statement
- Goal setting  
Discuss and write-down goals for a shared-goal
- Find/reference  
Find: <https://wmural.co/>  
<Project Internal Document>

##### **Summarize three core challenges**

Optimizing User, Group, and Role Management with Access Control and Workflows.



- Key aspects of Optimizing User, Group, and Role Management
- User management
- Group management
- Role management

## Step 2: Brainstorm, Idea Listing, and Grouping

Our team conducted a brainstorming session to explore ways to enhance user, group, and role management in ServiceNow. We discussed various ideas and categorized them based on three key factors: security, efficiency, and ease of implementation.

### Key ideas:

- A centralized module for managing users, groups, and roles
- Automated workflows for role assignments
- Approval-based access request system
- Access Control Lists (ACLs) to ensure data security
- Role-based dashboards and reporting features
- Audit trails and notifications to track access-related activities



## Step 2: Brainstorm, Idea Listing, and Grouping

### User management

Automated  
role  
assignment

### Group management

Workflow  
approval  
dashboard

## 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 semantic-like title. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

### Group A: User Management

Role creation  
and deletion

Bulk user updates

### Group B: Group Management

Centralized group  
access view

Assignment  
workflows

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

After evaluating all the ideas through an impact-versus-feasibility analysis, we chose the most valuable and practical features for implementation.

Prioritized ideas:

1. Centralized portal for managing users and roles
2. Automated workflows for role assignments
3. Access Control List (ACL) configuration for secure data management
4. Approval workflows to manage access requests
5. Audit logs and real-time notifications for activity tracking

