

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 a 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 in core challenge

Optimizing User, Group, and Role Management with Access Control ad 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

