

Ideation Phase
Brainstorm & Idea Prioritization

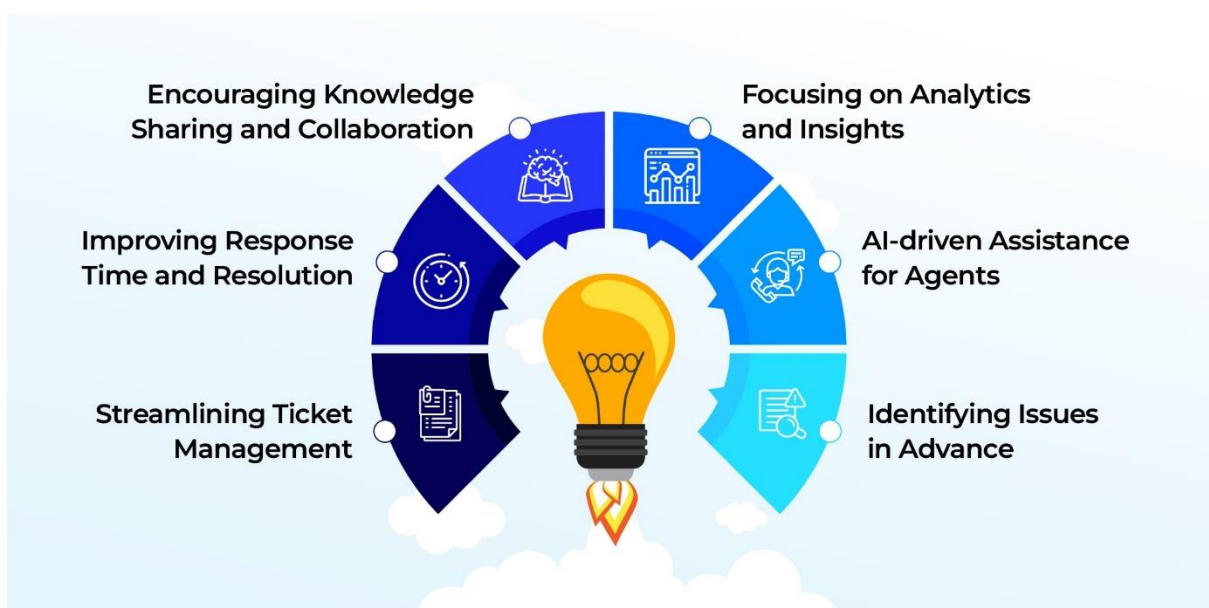
Date	2 November 2025
Team ID	NM2025TMID00329
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

This guided project focuses on automating and optimizing the process of assigning support tickets to the appropriate technical teams within an organization using **ServiceNow App Engine Studio**. The solution aims to enhance operational efficiency by eliminating manual ticket routing and ensuring faster response times.

The project begins with the creation of data tables and user forms to capture ticket details such as issue type, priority, and description. Automated workflows are designed using **Flow Designer** to assign tickets dynamically to the relevant groups (e.g., Platform or Certificate team) based on predefined conditions.

Security roles and group permissions are configured to ensure that only authorized users can access and manage specific tickets. This system ultimately helps support engineers, administrators, and managers achieve a faster, more reliable, and transparent process for issue resolution — leading to greater customer satisfaction and streamlined service operations.

Step 1: Team Formation & Problem Statement Selection:



- The team members collaborated to identify common issues faced by organizations in managing support tickets manually.
- The problem statement chosen was:
Manual processes in ticket assignment cause delays, errors, and workload imbalance. How might we automate and streamline the support ticket routing process using ServiceNow?

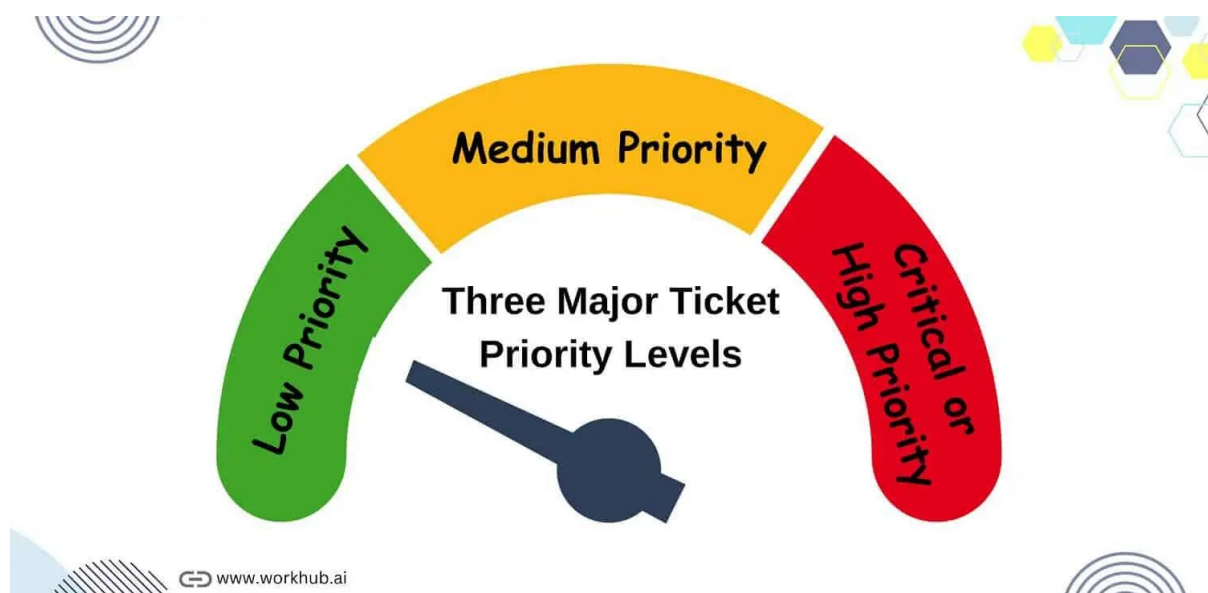
Step 2: Brainstorm, Idea Listing and Grouping:

Process	Actions	Sample Output
Brainstorming	Team generates automation ideas	Automated ticket routing system
Idea Listing	Note down each idea	Create flows using ServiceNow Flow Designer
Idea Grouping	Cluster ideas by modules	User/Role Management, Ticket Table, Routing Flows, Notifications

Action Planning:

- Assign roles and responsibilities to each member for user creation, table setup, role assignment, and flow configuration.
- Define initial timelines for module development and testing of automation flows.
- Establish weekly checkpoints for reviewing system progress and validating functionality.

Step-3: Idea Prioritization:



The brainstorming and prioritization sessions led the team to focus on automating the core ticket assignment process using ServiceNow Flow Designer.