

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 02 November 2025 |
| Team ID | NM2025TMID03045 |
| Project Name | EDUCATIONAL ORGANISATION USING SERVICENOW |

Brainstorm & Idea Prioritization Template:

Our idea is to implement an automated student support ticketing system. The core problem is that students experience delays in getting IT and academic support, affecting their learning experience. Using ServiceNow, we aim to centralize and automate the handling of support requests. This solution is expected to have a high impact on student satisfaction and operational efficiency. The feasibility is moderate, as it builds on existing infrastructure with manageable setup requirements. Based on impact and feasibility, we prioritize this idea as high, with an overall score of 8 out of 10.

Reference:

https://dev340899.service-now.com/now/nav/ui/classic/params/target/ui_page.do%3Fsys_id%3Dbb66abc0c3c5321041687405e40131c2

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



Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



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1

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

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run a 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

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 icon to switch to sketch mode to start drawing!

Amar



Yuktesh



Person 3



Person 4



Person 5



Person 6



Person 7



Person 8



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

Person 4

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Step-3: Idea Prioritization

4

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

