

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS65594
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

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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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.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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 start drawing!

Amar	Yuktesh	Person 3	Person 4
<div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div>	<div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div>	<div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div>	<div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div>
Person 5	Person 6	Person 7	Person 8
<div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div>	<div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div>	<div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div>	<div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div>

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
<div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div> <div>idea</div>

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

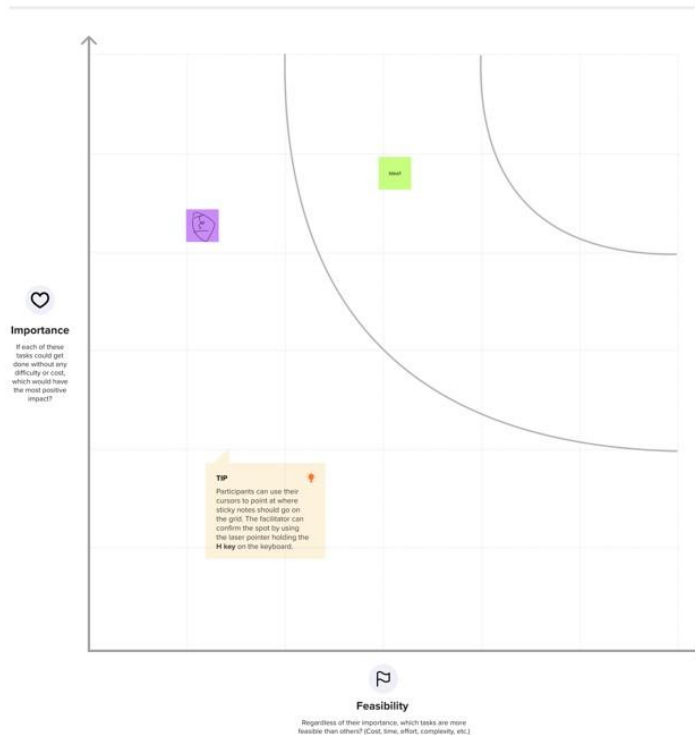
Step-3: Idea Prioritization

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



Step 1: Team Gathering, Collaboration, and Problem Statement Selection

- All five team members gathered virtually to initiate ideation on possible realworld 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