Ideation Phase
Brainstorm & Idea Prioritization Template

Date	19-02-2026
Team ID	LTVIP2026TMIDS24343
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

- **AI-Based Routing** – Use machine learning to analyze ticket content and automatically assign it to the right team.
- **Keyword Mapping** – Create predefined keyword lists (e.g., "login," "error," "certificate") linked to specific support groups.
- **Flow Designer Automation** – Build ServiceNow flows that trigger routing based on issue type or category.
- **Priority Tagging** – Automatically assign priority levels to tickets based on urgency or impact.
- **Role-Based Assignment** – Assign tickets to users based on their role and expertise area.

⏱ 10 minutes

Prithiev R S

Sangeeth Darsan S

Ramya N T

Group ideas

Cluster 1: Automated Ticket Assignment
Ideas included:
- AI-Based Routing
- Keyword Mapping
- Flow Designer Automation
- Role-Based Assignment

Label: ➡ *"Automating ticket routing to ensure accurate and efficient assignment."*

Cluster 2: Smart Ticket Management
Ideas included:
- Priority Tagging
- Escalation Triggers
- Performance Analytics

Label: ➡ *"Enhancing ticket handling through prioritization, escalation, and data insights."*

Cluster 3: User Interaction & Intake
Ideas included:
- Email Integration
- Chatbot Support

Label: ➡ *"Simplifying ticket creation and categorization through user-friendly channels."*

Cluster 4: Monitoring & Optimization
Ideas included:
- Dashboard Monitoring
- Performance Analytics (shared with Cluster 2 if needed)

Label: ➡ *"Tracking and improving team performance with real-time monitoring tools."*

⏱ 20 minutes

Step-3: Idea Prioritization

Prioritize

☐ **High Impact / High Feasibility (Top Priority — Do First)**
☑ **Flow Designer Automation** – Easy to set up in ServiceNow and directly improves efficiency.
☑ **Keyword Mapping** – Simple to implement and immediately enhances accuracy.
☑ **Priority Tagging** – Improves response management with minimal setup effort.
☐ **High Impact / Low Feasibility (Strategic Goals — Plan Next)**
☐ **AI-Based Routing** – Highly beneficial but needs advanced configuration and ML integration.
☐ **Chatbot Support** – Great for user experience but requires additional development resources.
☐ **Low Impact / High Feasibility (Quick Wins — Do If Time Allows)**
☐ **Role-Based Assignment** – Simple improvement that helps maintain team specialization.
☐ **Dashboard Monitoring** – Useful for tracking but doesn't directly impact ticket routing speed.
☐ **Low Impact / Low Feasibility (Low Priority — Reconsider)**
☐ **Email Integration** – Limited improvement compared to portal automation.
☐ **Performance Analytics** – Valuable over time but secondary to automating the core routing.
☐ **Escalation Triggers** – Adds complexity and depends on prior automation success.

⏱ 20 minutes

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)