

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	19 February 2026
Team ID	LTVIP2026TMIDS47361
Project Name	Importing and Securing Data in ServiceNow
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

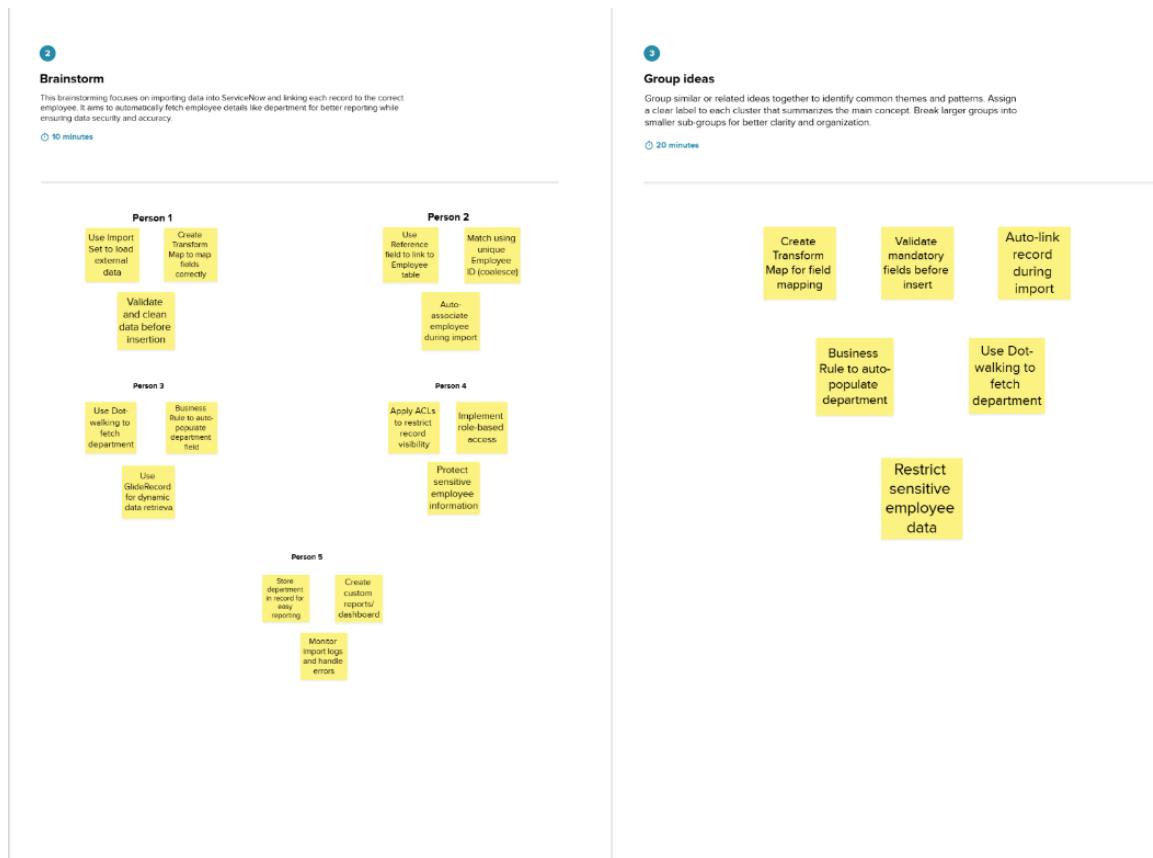
Brainstorming for the “Importing and Securing Data in ServiceNow” project involves generating ideas to securely import employee training records and manage access effectively. Key ideas include using Import Sets and Transform Maps for automated data import, creating a custom table linked to employees via reference fields, and using dot-walking to auto-fetch details like department and email. Security can be ensured through role-based access control, field and row-level ACLs, and restricted visibility for authorized roles. This collaborative approach helps design a system where data is accurately imported, securely stored, and properly linked to employees for better reporting and data management.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

The screenshot shows the 'Template' section of the Mural Brainstorm & Idea Prioritization template. It features a sidebar on the left with a blue vertical bar containing the word 'Template'. The main area has a light gray background with three columns. The first column contains a circular icon with a lightbulb and wavy lines, followed by the title 'Brainstorm & idea prioritization'. Below the title is a brief description: 'Link imported records to the correct employee in ServiceNow by mapping Employee ID or Email during data import. Automatically fetch related employee details such as Department into the record to simplify reporting and improve data accuracy. Ensure secure access using proper roles and access controls.' At the bottom of this column are preparation details: '10 minutes to prepare', '1 hour to collaborate', and '2-8 people recommended'. The second column is titled 'Before you collaborate' and includes a sub-section 'Define your problem statement'. It contains a problem statement: 'How might we efficiently import external data into ServiceNow, link each record to the correct employee, and automatically fetch employee details like department for accurate and secure reporting?' and a time estimate: '8 minutes'. The third column is titled 'Define your problem statement' and contains a summary of the problem: 'How might we efficiently import external data into ServiceNow, link each record to the correct employee, and automatically fetch employee details like department for accurate and secure reporting?'. Below this is a section titled 'Key rules of brainstorming' with six rules: 'Stay focused on the problem.', 'Avoid judging ideas early.', 'Listen and build on other's ideas.', 'Encourage creative solutions.', 'Generate multiple approaches.', and 'Keep ideas simple and clear.' Each rule has a small circular icon next to it.

## Step-2: Brainstorm, Idea Listing and Grouping



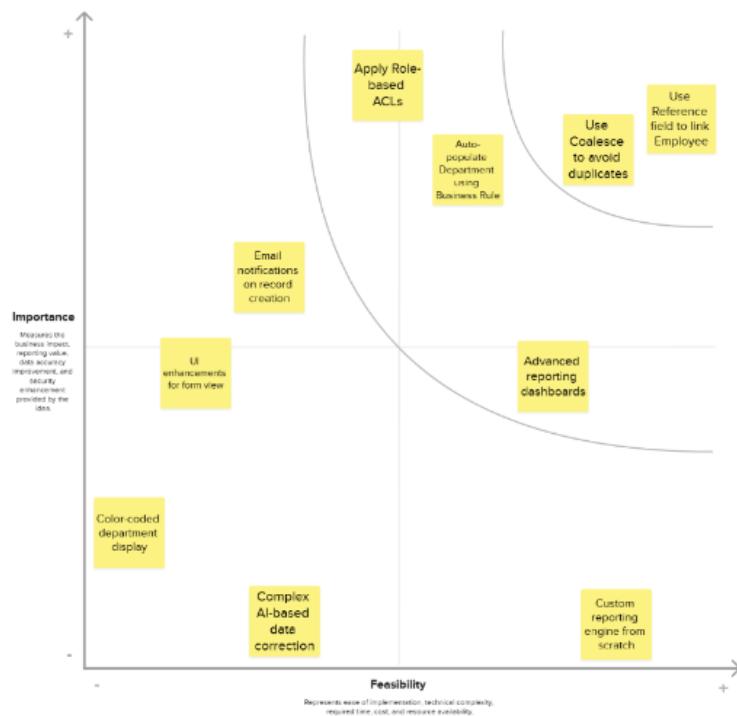
## Step-3: Idea Prioritization

4

#### Prioritize

Evaluate all generated ideas based on their importance and feasibility. Focus on selecting ideas that provide maximum impact while being practical to implement. This helps identify quick wins and long-term strategic improvements.

20 minutes



5

#### After you collaborate

Once the brainstorming session is complete, consolidate the finalized ideas and share the outcomes with relevant stakeholders. Export the mural to ensure transparency, documentation, and future reference.

##### Quick add-ons

**Share the mural**  
Share a view-only link with team members and stakeholders to keep them informed about the discussion outcomes and selected priorities.

**Report the mural**  
Export the mural as a PNG or PDF to attach in emails, include in presentations, or store for documentation and reporting purposes.

##### Keep moving forward

**Strategy blueprint**  
Define the key components, objectives, and execution plan for implementing the selected solution effectively.  
[Open the template →](#)

**Customer experience journey map**  
Analyze user interactions, needs, and pain points to ensure the implemented solution enhances overall experience.  
[Open the template →](#)

**Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats to evaluate risks and create a well-informed implementation strategy.  
[Open the template →](#)