Ideation Phase
Brainstorm & Idea Prioritization Template

Date	9 February 2026
Team ID	LTVIP2026TMIDS79115
Project Name	Cafeteria Menu Display
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a collaborative environment that encourages every team member to actively participate in generating innovative ideas. The objective of this session was to identify a real-world organizational problem and propose a practical solution using the ServiceNow platform.

The team discussed multiple automation ideas and analyzed their feasibility within the ServiceNow ecosystem. Emphasis was placed on selecting a project that demonstrates workflow automation, structured data handling, and user interaction through a digital platform.

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

Matter: Our team conducted a collaborative brainstorming session to identify operational gaps within organizational facilities. We focused on the **Cafeteria Management System**, which currently relies on manual whiteboards or printed papers to display daily menus. This traditional method leads to data inconsistency, delayed updates, and a lack of real-time visibility for employees.

Problem Statement: "The current manual cafeteria menu management process lacks a centralized digital repository, leading to communication gaps and administrative overhead. There is a critical need for an automated system to manage, verify, and publish menus effectively."

Step-2: Brainstorm, Idea Listing and Grouping

During the idea generation phase, we listed various features that could solve the identified problem. We then grouped these ideas into three logical categories to determine the project scope:

- **Group 1: Core Data Management:** Creating a custom ServiceNow table to store menu items, dates, and nutritional info.
- **Group 2: Automation & Workflow:** Implementing a "Publishing" workflow where menus are drafted and then verified via a UI Action button.
- **Group 3: User Experience:** Designing a Service Catalog for data entry and a Dashboard for real-time menu reporting.

Step-3: Idea Prioritization

We evaluated the brainstormed ideas using a **Feasibility vs. Impact Matrix**. Our goal was to select features that provide maximum value within the ServiceNow developer environment while ensuring they could be fully implemented before the deadline.

- **High Priority:** Custom Table Creation and UI Action Automation (High Impact, High Feasibility).
- **Medium Priority:** Service Catalog Item for menu requests (High Impact, Medium Feasibility).
- **Low Priority (Future Scope):** Payment gateway integration and AI-based meal recommendations (Low Feasibility for current phase).

Step-4: Finalized Solution Description

The finalized solution is a Scoped ServiceNow Application titled "Cafeteria Menu Display." 1. Input: Administrators use a Service Catalog form to enter menu details.

2. Storage: Data is saved in a custom table in a 'Draft' state.

3. Logic: A custom UI Action ("Mark as Published") is used to move the record to a 'Published' state.

4. Output: Live reports and pie charts display the current day's menu status to all stakeholders.