

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	09 February 2026
Team ID	LTVIP2026TMIDS79115
Project Name	Cafeteria Menu Display
Maximum Marks	4 Marks

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

The project began with forming a team of four members, each assigned specific roles based on their technical expertise. The team consisted of a Project Lead to coordinate tasks, a Backend Developer for server-side logic, a Frontend Developer for user interfaces, and a Database Manager for data storage and retrieval. Initial meetings were held to discuss individual strengths and establish a collaborative workflow for the project duration.

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.

The team established communication through a dedicated WhatsApp group for quick updates and Google Drive for sharing documents and resources. Weekly meetings were scheduled to review progress, address technical challenges, and ensure all members were aligned with project timelines. Task assignments were tracked using a shared spreadsheet to maintain accountability and transparency throughout development.

After observing the college cafeteria's struggles with paper menus that required daily rewriting and caused customer confusion, the team researched existing digital solutions. The group identified a clear gap for an affordable, easy-to-use digital menu system that could be managed by non-technical staff. The "Cafeteria Menu Display System" was selected as it addressed a genuine real-world problem while matching the team's technical capabilities in web development.

Step 2: Brainstorming, Idea Listing, and Grouping

The team conducted a collaborative brainstorming session where members suggested features like real-time updates, dietary icons, image uploads, admin login, and auto-refresh functionality, with all ideas documented without judgment. These ideas were then listed and categorized into a shared spreadsheet under "Must-Have," "Good-to-Have," and "Future Enhancements" sections for prioritization. Finally, the features were grouped into three logical modules—Admin Module (login and menu management), Display Module (customer view and auto-refresh), and Database Module (data storage)—creating a clear roadmap for systematic development.

Raw Ideas Generated

- Digital menu board with LCD/TV display
- Admin login page with password protection
- Add, edit, and delete menu items
- Categorize items by Breakfast, Lunch, Beverages, Desserts
- Display food images for each item
- Vegetarian, vegan, and gluten-free dietary icons
- Today's special highlight with star icon
- Auto-refresh display every 5 minutes
- Out of stock label with gray background
- Price display in large bold font

Grouped Ideas

Admin Module

- Admin login page with password protection
- Add, edit, and delete menu items

Display Module

- Digital menu board with LCD/TV display
- Price display in large bold font
- Auto-refresh display every 5 minutes
- Out of stock label with gray background

Category Module

- Categorize items by Breakfast, Lunch, Beverages, Desserts
- Today's special highlight with star icon

Media Module

- Display food images for each item

Dietary Module

- Vegetarian, vegan, and gluten-free dietary icons

Step 3: Idea Prioritization

The generated ideas were prioritized based on their importance, feasibility, and relevance to the core objectives of the project.

Idea Group	Priority	Reason for Priority
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Admin Module	High	Core functionality required to secure menu management and data control
Display Module	High	Essential for customers to view menu items, prices, and availability clearly
Category Module	High	Organizes items for easy browsing and improves customer experience
Dietary Module	Medium	Helps customers with restrictions but not critical for basic functionality
Media Module	Low	Images enhance appeal but can be added after core features are stable

Based on this prioritization, the project implementation focused primarily on the Admin Module and Display Module as high-priority core functionalities, ensuring secure menu management and clear customer viewing. The Category Module was also prioritized to organize items effectively, while Dietary Module features were developed as medium-priority additions. Media Module enhancements like food images were planned for future scope to be implemented after core system stability was achieved.

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.