

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	2 November 2025
Team ID	NM2025TMID05198
Project Name	Calculating Family Expenses using ServiceNow
Maximum Marks	4 Marks

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

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

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

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

PROBLEM
How might we [your problem statement]?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic. Encourage wild ideas.
- Defer judgment. Listen to others.
- Go for volume. If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm & Idea Listing

Person 1

Create a mobile app to record family expenses.

Add monthly expense reminders via notifications.

Person 2

Provide category-wise charts (food, travel, rent, etc.).

Person 3

Build a ServiceNow application to store and calculate expenses.

Design reports and dashboards for monthly summaries.

Person 4

Add Flow Designer automation for notifications.

Grouping of Ideas :

After brainstorming, our team grouped the eight ideas into two main categories:

Group 1 – Manual / Semi-Automated Ideas:
Includes simple tools and manual entries like Excel sheets, charts, and reminders.

Group 2 – Automated ServiceNow Solutions:
Includes ideas using ServiceNow features like Business Rules, Flow Designer, and Reports for full automation.

We chose **Group 2** as our main focus since it provides an automated, efficient, and error-free way to manage and calculate family expenses.

Step-3: Idea Prioritization

