

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



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended

 **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

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

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

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

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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

PROBLEM

How might we [your problem statement]?



Key rules of brainstorming

To run an 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

Use **Excel macros** to automate calculations.

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

Implement **Business Rules** to auto-update totals.

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

