Brainstorm & Idea Prioritization Document

Project Name: Metro Ticket Generating System in ServiceNow

Ideation Phase

Brainstorming provides a free and open environment that encourages stakeholders to contribute innovative ideas. This document captures the brainstorming and idea prioritization process for the project **"Metro Ticket Generating System in ServiceNow"**, focusing on automating ticket generation, validation, payment tracking, and user experience using the ServiceNow platform.

Step 1: Stakeholder Collaboration & Problem Statement Selection

Problem Statement

Current metro ticketing processes (manual counters, external apps, or paper-based tickets) can lead to long queues, limited visibility, lack of integration with enterprise systems, and minimal reporting capabilities. The goal is to design and implement an **automated Metro Ticket Generating System using ServiceNow** that enables users to request tickets digitally, supports approvals and payments where required, and provides end-to-end tracking and reporting.

Step 2: Brainstorming – Idea Listing & Grouping

Category-wise Ideas

Category	Ideas
Ticket Request Intake	Service Catalog-based Metro Ticket Request Form, Source & Destination selection, Ticket type (Single, Return, Daily Pass, Monthly Pass), Passenger count
Automation	Flow Designer for ticket generation, Auto ticket/QR code creation, Fare calculation logic, SLA assignment
Validation	Mandatory fields, Station validation, Fare calculation checks, Duplicate ticket request prevention

Category	Ideas
Approvals	Manager approval (for corporate passes), Finance approval (for bulk/monthly tickets), Conditional approvals based on ticket type
Payment Handling	Payment status tracking, Integration with payment gateway (future scope), Manual payment confirmation option
Notifications	Email/SMS notifications, Ticket confirmation alerts, Approval reminders, Expiry notifications for passes
Ticket Tracking	Ticket status (Requested, Approved, Generated, Used, Expired), QR/Reference ID tracking, Activity timeline
User Experience	Mobile-friendly catalog item, Self-service portal, Ticket download/view option
Reporting & Analytics	Dashboards for tickets issued, Revenue summary, Peak travel routes, Ticket usage trends
Security & Compliance	Role-based access, Data masking for payments, Audit logs

Step 3: Idea Prioritization

Idea	Priority	Reason
Service Catalog Ticket Request Form	High	Primary user entry point
Flow Designer Automation	High	Reduces manual work and speeds up ticket generation
Fare Calculation & Validation	High	Ensures accurate pricing
Approval Workflow	Medium	Required for corporate/bulk ticket requests
Notifications	Medium	Improves user communication and experience
Dashboards & Reports	Medium	Enables monitoring and decision-making
Payment Gateway Integration	Low	Can be added in later phases
Advanced Analytics & AI Predictions	Low	Future enhancement

Conclusion

This brainstorming and prioritization exercise identifies the core functional and technical components required to implement a **Metro Ticket Generating System in ServiceNow**. The prioritized ideas will guide the design, development, and phased implementation of the solution, ensuring scalability, usability, and operational efficiency.