

Ideation Phase

Brainstorm & Idea Prioritization Template

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| Date | 30 June 2025 |
| Team ID | LTVIP2025TMID29074 |
| Project Name | Educational Organisation Using ServiceNow |
| Maximum Marks | 4 Marks |


Brainstorm & Idea Prioritization Template:

Brainstorming provides a collaborative and open platform where all team members can participate in identifying innovative solutions. Emphasizing quantity over immediate quality, this method encourages bold thinking, iterative refinement, and active participation.

Use this template in your project sessions to explore ways to optimize ticket assignment and improve project efficiency in ServiceNow.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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 a smooth and productive session

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

- **Objective:**

Unite the team to identify a core challenge in the current ServiceNow ticket assignment process.

- **Purpose:**

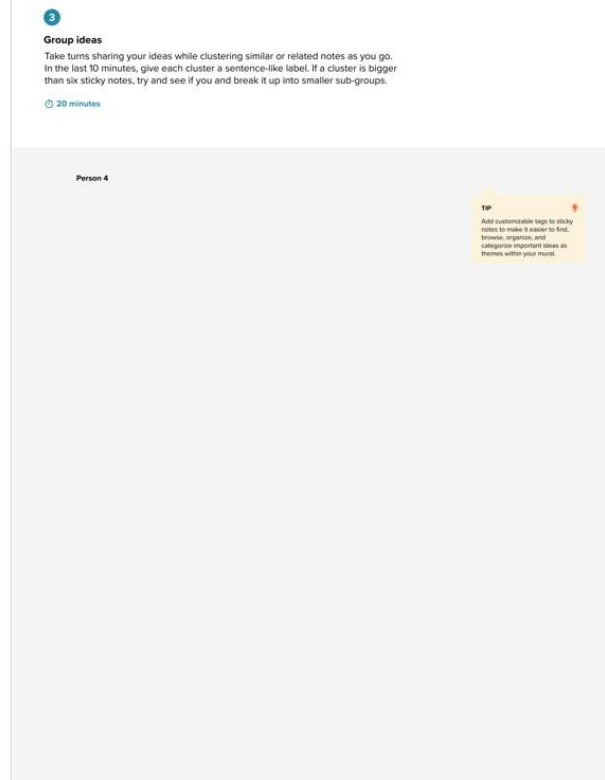
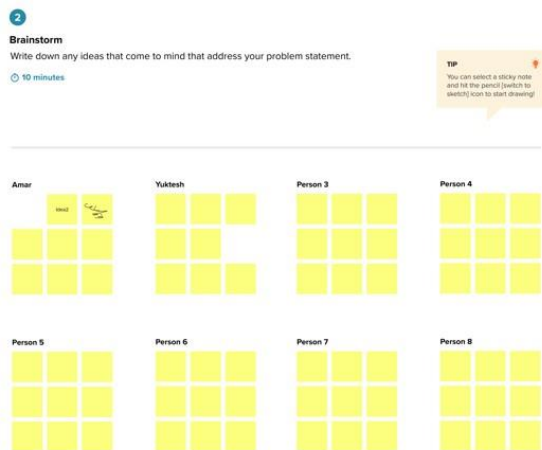
Ensure the team agrees on a critical and well-defined problem to address before diving into solution design.

- **Usage in Your Project:**

Selected Problem:

Manual or inefficient ticket assignment in Servicenow leads to delays, unbalanced workloads, and missed SLAs in project tracking.

Step-2: Brainstorm, Idea Listing and Grouping



Objective:

Generate a wide range of ideas and organize them into actionable clusters.

Best Practices:

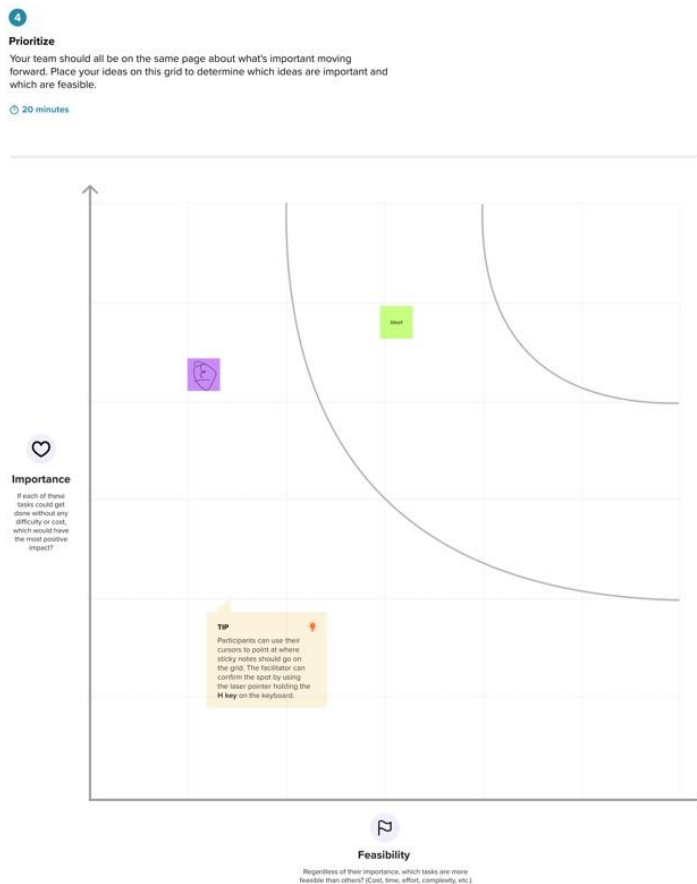
- Avoid judging ideas during the collection phase
- Focus on quantity initially to spark creativity
- Cluster similar suggestions for clarity and refinement

Usage in Your Project:

Ideas brainstormed may include:

- Auto-assignment of tickets using Machine Learning based on past resolver performance.
- Use of dynamic rules based on ticket category, urgency, and workload.
- Integration of a team workload dashboard for real-time distribution.
- Role-based routing configurations in ServiceNow.
- SLA-based prioritization logic embedded in assignment rules

Step-3: Idea Prioritization



Objective:

Evaluate and select the most effective and feasible solutions for implementation.

Techniques Used:

- **Impact vs. Effort Matrix:** Identify high-impact, low-effort ideas
- **MoSCoW Prioritization:** Classify ideas into Must/Should/Could/Won't
- **Dot Voting:** Team consensus on most valuable ideas

Usage in Your Project:

Prioritized ideas may include:

- Implement rule-based assignment using ServiceNow Assignment Rules (high impact, low effort).
- Use ML-based ticket routing as a long-term solution (high impact, medium effort).
- Develop a workload visualization dashboard (moderate impact, feasible with ServiceNow dashboards).
- Introduce a ticket aging tracker to improve SLA management (must-have).