Ideation Phase
Brainstorm & Idea Prioritization Template

Date	10 February 2026
Team ID	LTVIP2026TMIDS56419
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.

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

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

Step-2: Brainstorm, Idea Listing and Grouping

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Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

- Design structured tables for Family Expenses and Daily Expenses to maintain organized financial records.
- Implement auto-numbering for expense records to ensure uniqueness and easy identification.
- Enable daily expense entry with date-wise tracking for accurate financial logging.
- Establish a one-to-many relationship between family expenses and daily expenses.
- Automate expense aggregation using Business Rules to calculate total family expenses.
- Configure mandatory and read-only fields to maintain data integrity.
- Display related daily expenses using Related Lists for better visibility.
- Generate consolidated expense details for quick financial review.
- Ensure the system is scalable and user-friendly for families of different sizes.

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Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Step-3: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Core Expense Tracking and Automation
This includes the creation of custom ServiceN ow tables for Family Expenses and Daily Expenses, form configuration, auto-numbering, and the implementation of business rules for automatic expense calculation. These components form the foundation of the project and are critical for achieving accurate and real-time expense tracking. Although the implementation requires a solid understanding of ServiceNow scripting and configuration, it is achievable within the project scope and delivers maximum value.

Data Preparation and Quality Management
This area focuses on maintaining structured, accurate, and reliable expense data. It includes field validation, mandatory and read-only field configuration, proper table relationships, and date-based expense organization. These tasks are straightforward to implement using ServiceNow's built-in features and are essential for ensuring data consistency and reliability throughout the system.

Advanced Financial Analytics and Forecasting
Features such as predictive expense forecasting, automated budget alerts, and trend analysis fall into this category. While these enhancements could provide deeper financial insights, they require advanced scripting, analytics integration, and extended development time. As a result, they are not prioritized for the current project phase and are better suited for future expansion.

Consolidated Reporting and Summary Views
This includes generating consolidated expense summaries, viewing related daily expenses through related lists, and presenting clear financial overviews for users. These features significantly improve usability and financial visibility while being relatively easy to implement using ServiceNow forms, relationships, and UI configurations.

Feasibility
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →