

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	01 November 2025
Team ID	NM2025TMID00882
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
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.

Step 1: Team Gathering, Collaboration, and Selecting the Problem Statement

Our team identified a recurring challenge in organizations where managing users, groups, and roles becomes increasingly complex as the organization grows. Manual role assignments, inconsistent access permissions, and lack of centralized monitoring often lead to inefficiencies and security risks.

This project aims to streamline and automate user management processes in ServiceNow. The solution ensures that users have appropriate access based on their roles, automates approval workflows for access requests, and enhances overall security through better visibility and control.



Step 1: Team Gathering, Collaboration, and Selecting the Problem Statement

1. User management
2. Group management
3. Role management

Outline your situation

Detail the specific issues faced
Detail specific issues faced

- Problem statement
Generate problem statement
- Goal setting
Discuss and write-down goals for a shared-goal
- Find/reference
Find: <https://wmural.co/>
<Project Internal Document>

Summarize three core challenges

Optimizing User, Group, and Role Management with Access Control and Workflows.



- Key aspects of Optimizing User, Group, and Role Management
- User management
- Group management
- Role management

Step 2: Brainstorm, Idea Listing, and Grouping

Our team brainstormed ways to improve user, group, and role management in ServiceNow. We discussed and grouped ideas based on security, efficiency, and ease of implementation.

Key ideas:

- Centralized module for managing users, groups, and roles
- Automated role assignment workflows
- Approval-based access requests
- Access Control Lists (ACLs) for data security
- Role-based dashboards and reports
- Audit trails and notifications for access activities



Step 2: Brainstorm, Idea Listing, and Grouping

User management

Automated
role
assignment

Group management

Workflow
approval
dashboard

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a semantic-like title. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

Group A: User Management

Role creation
and deletion

Bulk user updates

Group B: Group Management

Centralized group
access view

Assignment
workflows

Step 3: Idea Prioritization

After evaluating all ideas using impact vs. feasibility analysis, we selected the most valuable and practical features for implementation.

Prioritized ideas:

1. Centralized user and role management portal
2. Automated role assignment workflows
3. Access Control (ACL) setup for secured data
4. Approval workflows for access requests
5. Audit logs and real-time notifications

