

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	2 November 2025
Team ID	NM2025TMID00454
Project Name	Calculating Family Expenses using Service Now
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

Brainstorming is a creative process that fosters open collaboration and encourages every team member to share ideas freely without judgment. It focuses on generating a large volume of innovative and out-of-the-box ideas that can later be refined into practical solutions. This approach allows team members to build on each other's thoughts, promoting collective creativity and problem-solving. In the context of **"Calculating Family Expenses using ServiceNow,"** brainstorming helps identify diverse ways to automate expense tracking, simplify calculations, and enhance user experience through effective collaboration and imagination.

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


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


Template




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

Team Leader : Kirshika M S
Team member 1 : Archana M
Team member 2 : Esther Beaulan S

B

Set the goal

- Records expenses efficiently
- Calculates total spending automatically
- Generates monthly and yearly summaries
- Provides categorized reports and insights for better budgeting decisions

C

Learn how to use the facilitation tools


The brainstorming session on "Calculating Family Expenses using ServiceNow" will involve key team members collaborating to solve the problem of manual, error-prone expense tracking. Using facilitation techniques like positivity, clear goals, and active participation, the session aims to generate creative ideas for an automated, user-friendly system to record, categorize, and calculate family expenses efficiently.

[Open article](#) →

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 help families track and calculate their monthly expenses automatically using ServiceNow?





Key rules of brainstorming


To run a smooth and productive session


 Stay in topic

 Encourage wild ideas

 Defer judgement

 Listen to others

 Go for volume

 If possible, be visual

Step-2: Brainstorm, Idea Listing and Grouping

2

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!

Kirthika M S

Daily expense form

Expense categorization

Budget alerts

Archana M

Dashboard visualization

Auto recurring expenses

Shared family access

Esther Beaulah S

AI saving tips

Expense forecasting

Monthly reports

3

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 can break it up into smaller sub-groups.

20 minutes

TIP Add custom color tags to sticky notes to make it easier to find, browse, organize, and categorize. Make sure you use all names within your team!

Automation

Auto recurring expenses

AI saving tips

Forecasting

Analytics

Dashboards

Reports

Expense categorization

Budgeting

Budget alerts

Expense limits

Savings goals

User Experience

Mobile-friendly access

Shared family access

Simple interface

Step-3: Idea Prioritization

4

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.

