

# 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

The screenshot shows a template for "Brainstorm & Idea Prioritization". On the left, there's a sidebar with a blue header labeled "Template". The main area has a light gray background with a central column of steps and a right sidebar.

**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

**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

**Key rules of brainstorming**  
To run a smooth and productive session

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

**Facilitator note:** How might we help families track and calculate their monthly expenses automatically using ServiceNow?

**Team gathering:**  
Team Leader : Karmika M S  
Team member 1 : Anchana M  
Team member 2 : Esther Beaulan S

**Set the goal:**

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

**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](#)

## Step-2: Brainstorm, Idea Listing and Grouping

**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

**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

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

**TIP**  
You can select a sticky note and tap the [+] icon to the [+] sketch icon to start drawing!

**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.

**TIP**  
Add customizable tags to sticky notes to make them easier to find, browse, organize, and compare important ideas or themes within your mind.

## 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. To do so, simply confirm the click by using the left mouse holding the **H** key on the keyboard.

