

Ideation Phase

Brainstorm & Idea Prioritization

Date	1 NOVEMBER 2025
Team ID	NM2025TMID08026
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

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.

[Open article →](#)

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 an smooth and productive session

🌐 Stay in topic. 🕒 Defer judgment. 📢 Go for volume.	💡 Encourage wild ideas. 👂 Listen to others. 👁️ If possible, be visual.
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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

Create separate support teams (Certificate Team & Platform Team)

Assign team managers to each group

Add team members under each group in ServiceNow

Person 2

Add custom issue field on ticket form

Create choice values such as:

- Certificate related issue
- Unable to login to platform
- 404 platform error
- User certificate expired

Person 3

Create a custom table named *Operations related*

Automatically assign group based on issue field value

Implement ACLs to protect table and fields

Restrict write access to only those with specific roles

Test different ticket scenarios

Check workflow logs and correct flow errors

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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 can 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.

Support Team Grouping Based on Issue Category

Role-based Group Access & Assignment

Step-3: Idea Prioritization

