Ideation Phase
Brainstorm & Idea Prioritization

Date	18 June 2025
Team ID	LTVIP2025TMID30187
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Mentor Name	Dr Shaik Salma Begum
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Brainstorming was conducted to explore possible solutions for the identified problem in managing users, groups, roles, and workflows within small project teams. The objective was to find effective ways to enforce accountability and structured task handling by using ServiceNow's capabilities.

This collaborative phase allowed the team to express a wide variety of ideas related to access control, automation, and workflow design. The emphasis was on generating both conventional and innovative suggestions without immediate evaluation.

Key aspects of the brainstorming process included:

- Generating high-volume ideas before assessing feasibility.
- Welcoming creative, role-based, and workflow-driven solutions.
- Promoting teamwork to combine and enhance individual suggestions.
- Using shared online templates to record and organize all ideas systematically.

Key aspects of the brainstorming process included:

- Encouraging **volume over immediate value**, to ensure all potential solutions were surfaced.

- Welcoming and building upon unconventional or novel ideas.

- Fostering collaboration, where team members supported and enhanced each other's suggestions.

- Using a shared template to capture ideas in a structured manner, making it easy to review and prioritize them later.

Following the Idea Generation Phase, the Team Prioritized Based on:

- Feasibility within ServiceNow's platform capabilities.
- Simplicity in implementation within the project timeline.
- Effectiveness in solving the lack of clear user roles and access restrictions.
- Automation potential and ability to reduce manual errors.
- Overall impact on accountability, transparency, and task traceability.

This structured brainstorming and prioritization helped the team identify and commit to key features such as:

- Role-Based Access Control (RBAC)
- Automated task workflow states (Created → Assigned → In Progress → Completed)
- Real-time notifications and alerts
- Audit trails to track task ownership and changes
- Secure task visibility and editing based on roles.

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

Brainstorm & idea prioritization

Use this template to streamline your ServiceNow setup. This guide helps teams effectively manage users, groups, and roles while implementing secure access controls and workflow automation—even when working remotely.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

configuration session. Here's what to do before starting:

10 minutes

A Team gathering
Identify admins, stakeholders, and IT personnel who should participate. Share documentation on current access roles and permissions in advance.

B Set the goal
Clarify what user access challenges or workflow inefficiencies you're solving. Define success metrics.

C Learn how to use the facilitation tools
Use ServiceNow's role assignment, access control, and workflow features to lead an efficient and structured session.

Open article →

role clarity?" This question will drive your collaboration.

5 minutes

PROBLEM

Teams struggle to run focused and productive brainstorming sessions, especially when remote, due to lack of preparation, unclear goals, and poor idea flow.

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.

Step-2: Brainstorm, Idea Listing and Grouping

sindhu

- Automate user provisioning through catalog request
- Send access renewal reminders for roles

Princy

- Role dashboards per team or department
- Set permission limits per role or group

bhargav

- Calendar-based access for temporary roles
- Visualize role usage with Performance Analytics

manohar

- Trigger alerts when roles are misused
- Maintain recurring access checklist

1. Role Automation & Access Alerts

Focus: Automating user-role lifecycle and monitoring access in real time.
- Auto-reminders for role reviews (e.g., rent = role renewal)
- Alerts when access limits are exceeded
- Notifications for role or group changes

Dashboards & Analytics for Role Usage

Focus: Visualizing access patterns and role assignments for better governance.
- Expense dashboards → Team/user role dashboards
- Visual charts using ServiceNow Performance Analytics
- Monthly access reports (who accessed what and when)

User & Role Data Entry and Request Tracking

Focus: Simplifying how users request and track access to roles/groups.
- Use catalog requests to manage access provisioning
- Daily or event-based dynamic forms for role requests
- Manual logging for one-time access or

Workflow Approvals & Role Governance

Focus: Controlling and sharing access using approval flows and limits.
- Shared role dashboards for managers or security teams
- Approval workflows for critical role assignments
- Set limits/budgets for group memberships

Step-3: Idea Prioritization

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Prioritize

Your team should align on which enhancements to ServiceNow's user, group, and role management are **most impactful** and **feasible** to implement. Use this grid to visually position your ideas and determine where to focus your efforts.

⏱ **20 minutes**

Importance

If each of these role/access improvements could be done instantly, which one would create the most positive security, efficiency, or governance impact?

Feasibility

Which improvements are easier to implement in terms of cost,