

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	30 October 2025
Team ID	NM2025TMID07101
Project Name	Educational Organisation Using ServiceNow
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.

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.

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

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

The screenshot shows a digital template for a brainstorming session. It is divided into three main vertical sections:

- Before you collaborate:** This section includes a lightbulb icon, a "Create a new page" button, and a "10 minutes" timer. It contains three steps:
 - A Team gathering:** Includes IT administrators, software developers, cybersecurity officers, and HR representatives who handle access permissions.
 - B Set the goal:** Identifies pain points in the current user/role management system and designs automated workflows that improve security, approval speed, and transparency.
 - C Learn how to use the facilitation tools:** Prepares diagrams or role-access flowcharts (e.g., using Lucidchart, Miro, or Draw.io) to visualize existing problems and brainstorm improvements.
- Define your problem statement:** This section includes a "5 minutes" timer. It asks, "What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm." A "PROBLEM" box contains the statement: "How might we optimize user, group, and role management through automated access control and workflows to improve efficiency and security?"
- Key rules of brainstorming:** This section includes a "2 hours" timer and lists six rules with icons:
 - Stay in topic.
 - Encourage wild ideas.
 - Defer judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

"How might we optimize user, group, and role management through automated access control and workflows to improve efficiency and security?"

⌚ 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!



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 categories/blocks to sticky notes to make it easier to find, review, organize, and categorize important ideas as themes within your mural.

Auto-approve low-risk requests.
Reuse workflow patterns across teams.
Streamline access reviews quarterly.

Real-time sync between HR and IT.
Merge duplicate user profiles.
Quick import/export user lists.

Track unusual login behavior.
Role expiry notifications.
Auto-generate compliance reports monthly.

Step-3: Idea Prioritization

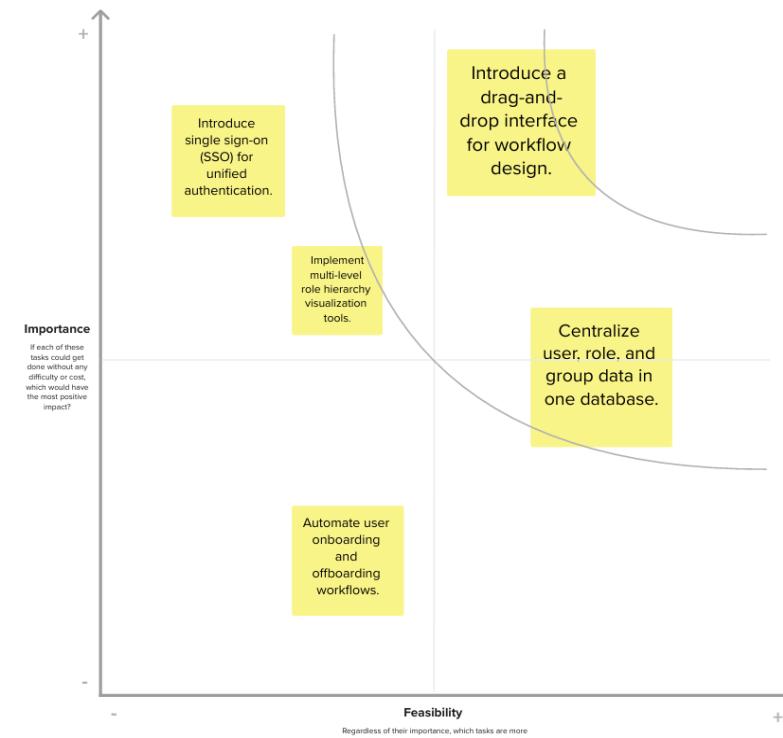
4

Prioritize

Focus on identifying which access management optimizations (automation, security, or integration features) provide the highest impact with the most realistic implementation effort.

⌚ 20 minutes

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. Participants can center the spot by using the H key on the keyboard.

**After you collaborate**

You can export your brainstorming outcomes as an image or PDF to share with your project team, IT leads, or stakeholders. This helps everyone stay aligned on the proposed improvements for user, group, and role management workflows.

Quick add-ons

- A Share the mural**
Share a view link to the finalized workflow plan or optimization proposal with your team members and department heads to gather their feedback.
- B Export the mural**
Export the completed brainstorm, grouped ideas, and prioritization grid as a PDF or image to include in your project report or presentation.

Keep moving forward

- Strategy blueprint**
Define the next steps to implement your optimized access control workflows — including automation goals, system integration plans, and testing stages.
[Open the template →](#)
- Customer experience journey map**
Map how administrators and end-users interact with the access management system to identify usability improvements and reduce complexity.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Analyze the proposed workflow system by identifying its current strengths, potential risks, and opportunities for enhancement.
[Open the template →](#)