

# Ideation Phase

## Brainstorm & Idea Prioritization Template

Date	09 Feb 2026
Team ID	LTVIP2026TMIDS42057
Project Name	LAPTOP REQUEST CATALOG ITEM
Maximum Marks	4 Marks

### Brainstorm & Idea Prioritization Template:

The goal of our 'Laptop Request Catalog Item' project, which involves brainstorming and idea prioritization, is to replace the manual and time-consuming laptop request procedure with a dynamic, fast, and efficient ServiceNow Service Catalog experience. In order to capture every potential improvement for precise data collecting and an easy-to-use user interface, we first prioritize volume over value as we cooperatively produce a wide range of suggestions for variables, dynamic UI regulations, approval workflows, and user advice. This entails investigating the most effective ways to incorporate reset functionality, clear instructions, and dynamic form behavior. In order to choose the most practical and impactful solutions for development, we will first assess these concepts using a systematic prioritization process. This will guarantee that the project produces a truly user-centric and error-reducing solution that greatly raises employee satisfaction and operational efficiency.

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

Template

**Brainstorm & idea prioritization**

Brainstorm ideas for a dynamic, user-friendly laptop request process in ServiceNow, even if the team is remote.

⌚ 10 minutes to prepare  
⌚ 1 hour to collaborate  
👤 2-4 people recommended

**Before we 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**

How to make laptop requests faster, easier, and error-free through a dynamic ServiceNow catalog item.

⌚ 5 minutes

**PROBLEM**  
How might we create an intuitive laptop request form that guides users and reduces approval delays?

**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.

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

**1 Define your problem statement**  
How to make laptop requests faster, easier, and error-free through a dynamic ServiceNow catalog item.  
⌚ 5 minutes

**2 Brainstorm**  
Write down any ideas that come to mind that address your problem statement.  
⌚ 10 minutes

**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

**Person 1**  
Role-based laptop recommendations

**Person 2**  
Dynamic form fields

**Person 3**  
One-click request templates

**Person 4**  
Real-time approval tracking

**Pre-filled User Information**

## Step-3: Idea Prioritization

