Ideation Phase

Brainstorm & Idea Prioritization

Date: 31 October 2025
Team ID: NM2025TMID01396
Project Name: Laptop Request Catalog Item

**Laptop Request Catalog Item Template:**
This guided project demonstrates how to create a ServiceNow catalog item that enables employees to request laptops efficiently. The solution focuses on building a dynamic, user-friendly form that ensures accurate data capture, automated approvals, and smooth workflow execution.
It includes dynamic field behaviors, reset functionality, and configuration tracking for governance. This ensures transparency, accountability, and faster delivery cycles in IT service management.

Step-1: Team Gathering, Collaboration, and Problem Understanding:


Team Collaboration
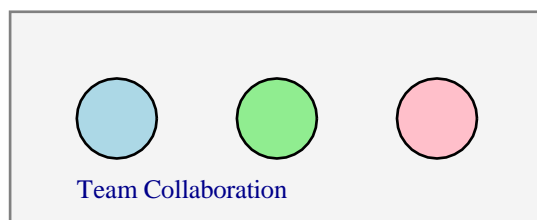
The team met to analyze the existing laptop request process, identifying inefficiencies caused by manual data entry and lack of workflow automation. Collaborative brainstorming sessions were held to define requirements and propose form design improvements. The goal was to simplify user interaction and ensure accurate request tracking.

Step-2: Brainstorm, Idea Listing and Grouping:

Idea Clustering
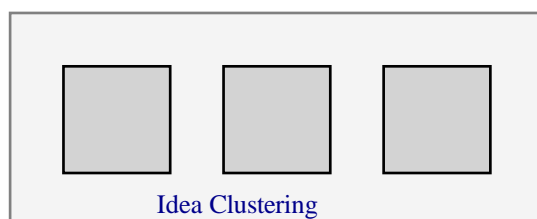
Brainstorming sessions allowed team members to share ideas freely, such as integrating reset options, automated approval workflows, and conditional field visibility. All ideas were listed and categorized under usability, automation, and governance. Grouping ideas enabled focused prioritization and efficient implementation planning.

Step-3: Idea Prioritization:

Workflow
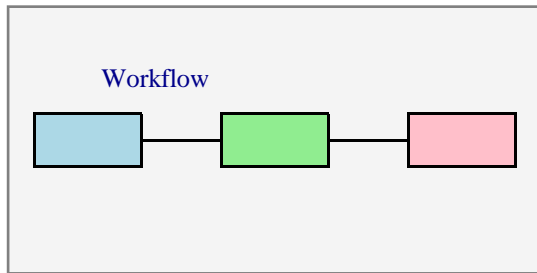
Ideas were prioritized based on feasibility, impact, and alignment with IT service goals. Top priorities included implementing dynamic forms, automatic tracking, and real-time updates. This structured prioritization ensures that critical features are delivered first, leading to a more efficient and reliable laptop request system in ServiceNow.