

Ideation Phase

Define the Problem Statements

Date	1 NOVEMBER 2025
Team ID	NM2025TMID02762
Project Name	Laptop Request Catalog Item
Maximum Marks	2 Marks

Customer Problem Statement:

Who is the customer?

The primary customers are **employees** and **IT administrators** within an organization who require a smooth and automated process for requesting, approving, and issuing laptops through the ServiceNow platform.

What is the problem?

Employees and IT departments often face challenges such as:

- Manual or email-based laptop request processes that cause delays.
- Lack of centralized tracking for request status and approval stages.
- Inconsistent data entry and communication gaps between employees, managers, and IT support.
- Difficulty maintaining inventory visibility and delivery timelines.

Why is this problem important to solve?

Without a structured catalog item process:

- Employees face frustration due to unclear approval timelines and lack of transparency.
- IT teams struggle with tracking inventory and managing multiple requests efficiently.
- Manual processing increases the risk of errors and delays.
- The organization experiences reduced productivity due to equipment provisioning delays.

How does the customer currently address this problem?

Most organizations rely on:

- Email or paper-based request systems.
- Spreadsheets for tracking laptop inventory.
- Manual approval workflows that are not integrated with ITSM systems.

These methods are inefficient, time-consuming, and prone to communication breakdowns.

What is the desired outcome?

A ServiceNow-based Laptop Request Catalog Item that:

- Allows employees to easily submit laptop requests through a self-service portal.
- Routes approvals automatically based on role or department.
- Integrates with the CMDB or asset management system for inventory tracking.
- Provides status updates and notifications at every stage of the process.
- Reduces manual work and ensures faster laptop provisioning.

Empathy and Customer Viewpoint

By focusing on user convenience and automation, this solution empowers employees with a transparent request process, helps IT teams efficiently manage hardware inventory, and ensures faster onboarding and equipment delivery — ultimately improving organizational productivity.

Laptop Request Catalog Item



DEFINE PROBLEM STATEMENTS

I am	An employee in an organization looking to request a new a laptop or upgrade an existing one.
I'm trying	Submit a request for a laptop motel that meets my business requirements and track its approval and fulfillment.
but	Manual request processes are sitow and hard to track, causing frus-trationa and delay in getting the new laptop.
because	There is no central catalog for hardware requests with automated workflows and approval routing.
which make me feel	Frustrated and demotivated due to the difficulty in requesting and receiving a work laptop on time.

Frustrated and demotivated due to the difficulty in requesting and receiving a work laptop on time.

Customer Type	Needs / Expectations	Pain Points	Emotions / Impact	Proposed Solution through ServiceNow
Employee (Requester)	Wants a quick, simple way to request a laptop online	Confused about approval status and delivery time	Feels uncertain and frustrated	A self-service laptop request form with status tracking and email notifications
Manager / Approver	Needs visibility to approve or reject requests efficiently	Manual approvals cause delays	Feels burdened with repetitive tasks	Automated approval workflows with one-click approval links
IT Support Staff	Wants to track assigned requests and update delivery	Missed or duplicated requests due to manual tracking	Feels overwhelmed by miscommunication	Incident and task assignments automated via ServiceNow workflow
Asset Manager	Needs accurate laptop inventory and assignment data	Difficulty maintaining real-time stock visibility	Feels anxious about mismatched records	Integration with CMDB for live inventory and asset tracking
System Administrator	Wants a controlled and auditable request process	Lack of central logs or reports	Feels responsible for system inefficiencies	Reports and dashboards showing request trends and SLA compliance