

LAPTOP REQUEST CATALOG ITEM

IDEATION PHASE

Team ID: NM2025TMID06464

Team Size: 4

Team Leader: Rihana Hazeen Jameela J

Team member: Sanchana V

Team member: Karthika V S

Team member: Jenifer Anushiya S

Problem Statement:

Employees in the organization need a quick and efficient way to request laptops for work. The current process is manual and prone to delays, with no dynamic form behaviour to guide users or ensure accurate data collection. To address this, a Service Catalog item needs to be created, allowing users to easily request a laptop, with dynamic fields, clear instructions, and additional functionality like resetting the form if needed. The solution should also ensure all changes are tracked for governance and deployment.

Ideation Phase Flowchart:



Ideation Phase:

The ideation phase focused on identifying a digital solution to simplify and automate the laptop request process within the organization. The existing manual system caused frequent delays, data entry errors, and a lack of visibility for both employees and administrators. To overcome these limitations, brainstorming sessions were conducted to explore how ServiceNow's Service Catalog could be used to design a more efficient and user-friendly process.

During the ideation stage, several goals were established:

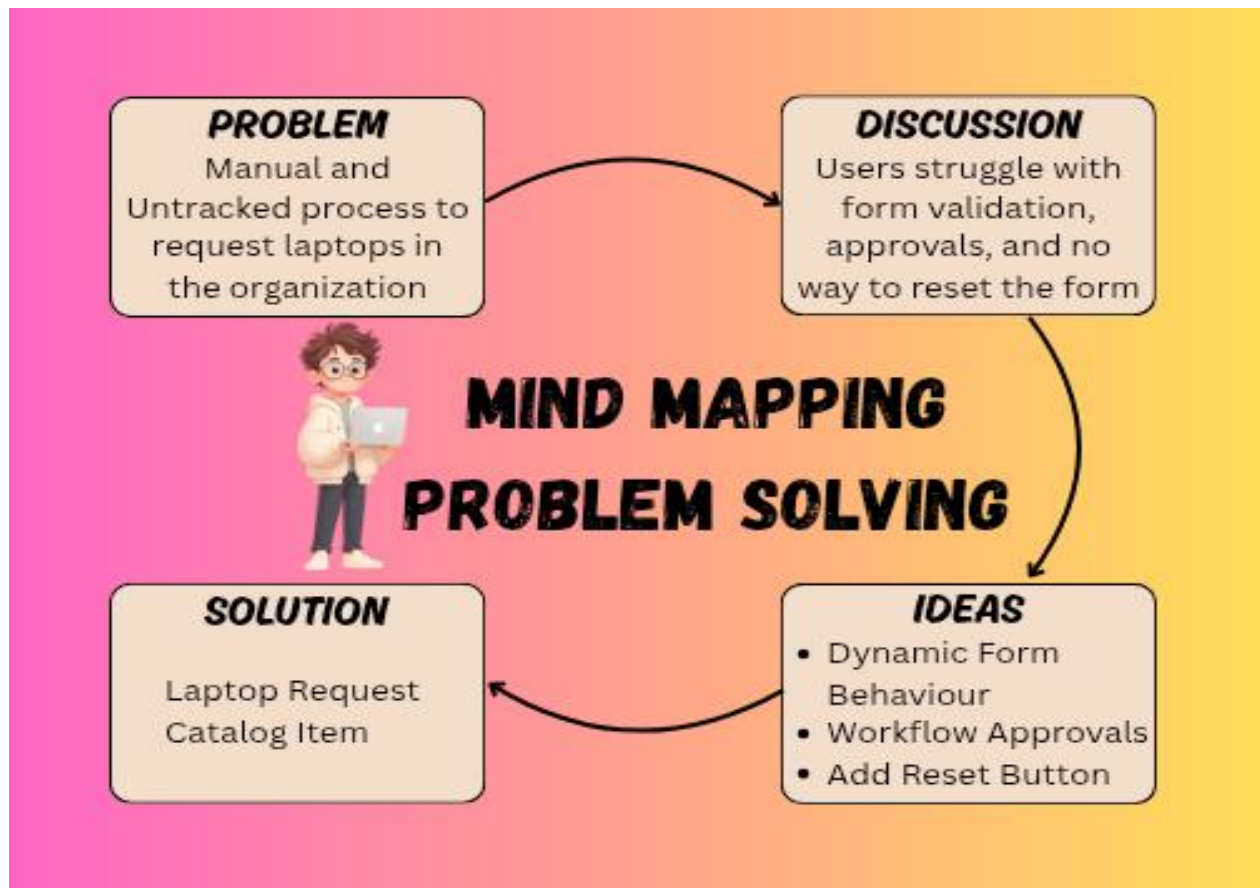
- ❖ To enable employees to submit laptop requests through a self-service catalog rather than manual forms.
- ❖ To include dynamic form behavior that adjusts visible fields based on user selections, ensuring accurate data entry.
- ❖ To implement a reset functionality, allowing users to clear and re-enter form data easily.
- ❖ To maintain change tracking and governance, ensuring that every modification is recorded for audit and deployment purposes.

The team evaluated various approaches and concluded that creating a Laptop Request Catalog Item in ServiceNow would best meet the organization's needs. This solution would automate the approval and fulfillment workflow, improve accuracy, and enhance the overall user experience while aligning with IT Service Management (ITSM) best practices.

The ideation phase consists of the following phases:

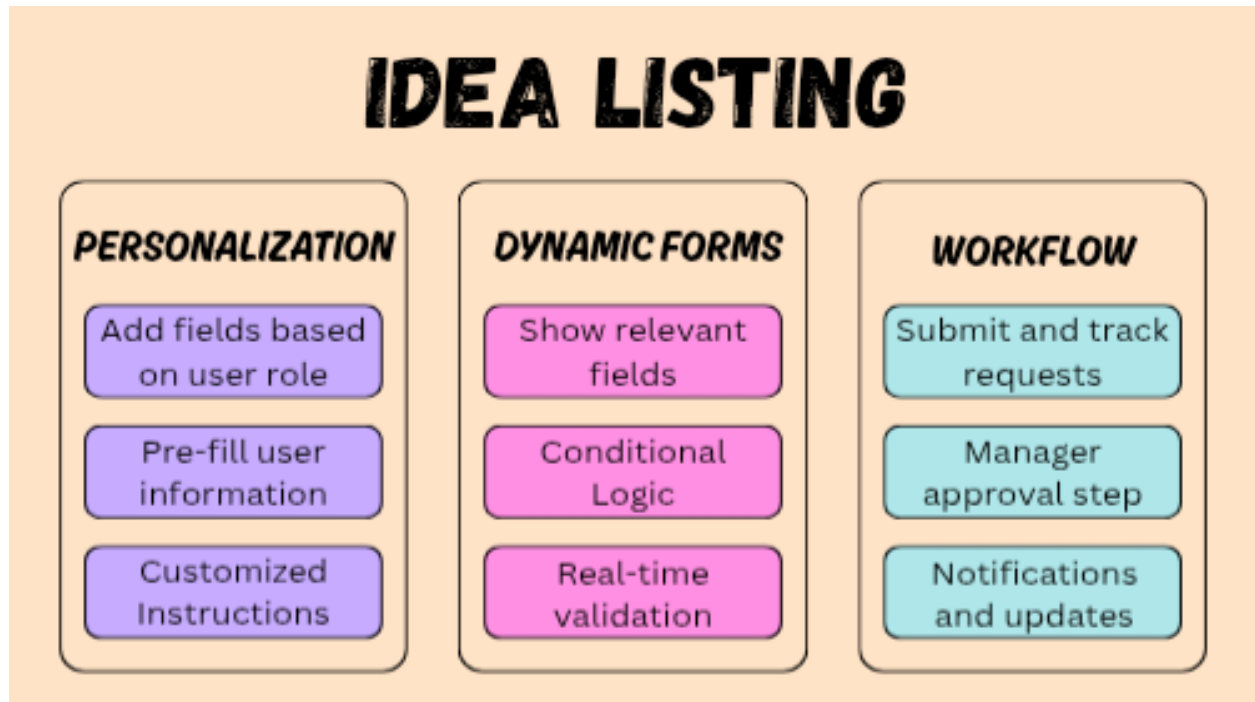
- ❖ Mind Mapping Phase
- ❖ Idea Listing Phase
- ❖ Idea Prioritization Phase
- ❖ Empathy Mapping Phase

Mind Mapping:



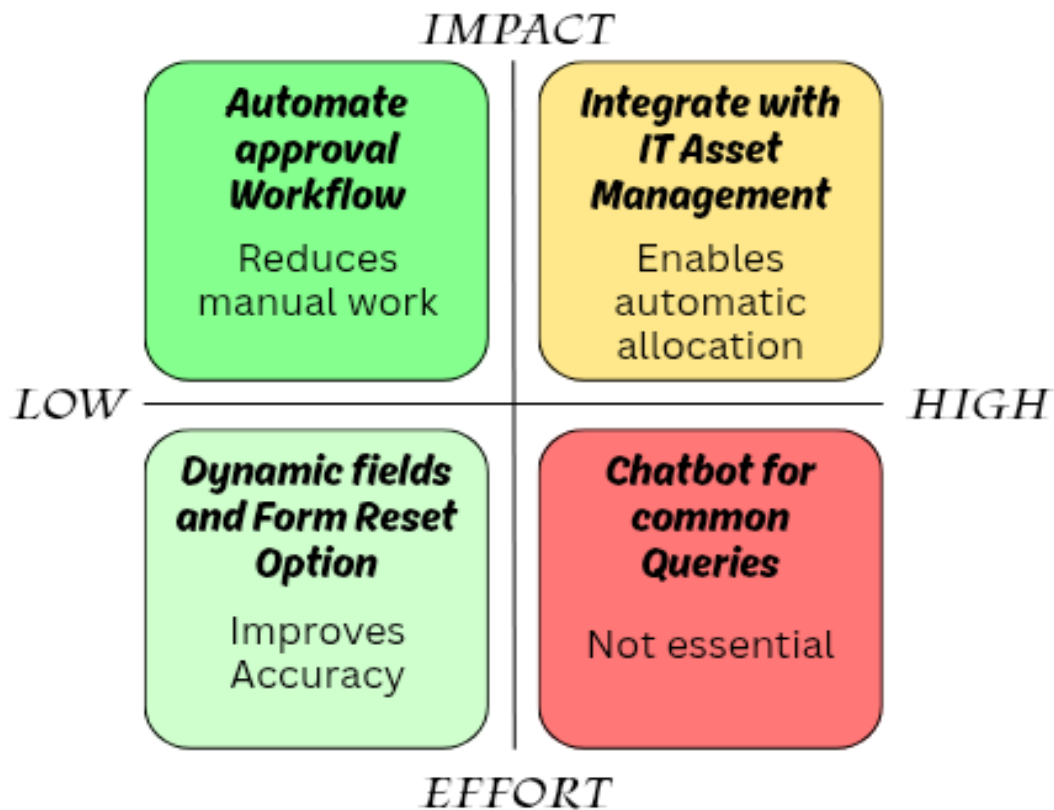
The Mind Mapping Problem Solving diagram illustrates the step-by-step thought process behind developing the *Laptop Request Catalog Item* project. It begins with the Problem, where the existing laptop request process is manual and untracked, leading to inefficiencies and delays within the organization. The Discussion phase highlights the challenges users face, such as difficulties with form validation, lack of an approval workflow, and no option to reset the form. From these insights, several Ideas were generated — implementing dynamic form behavior for better usability, adding workflow approvals for transparency, and including a reset button for convenience. Finally, the Solution identified is to create a *Laptop Request Catalog Item* in ServiceNow, streamlining the entire request process with automation, validation, and tracking features.

Idea Listing:



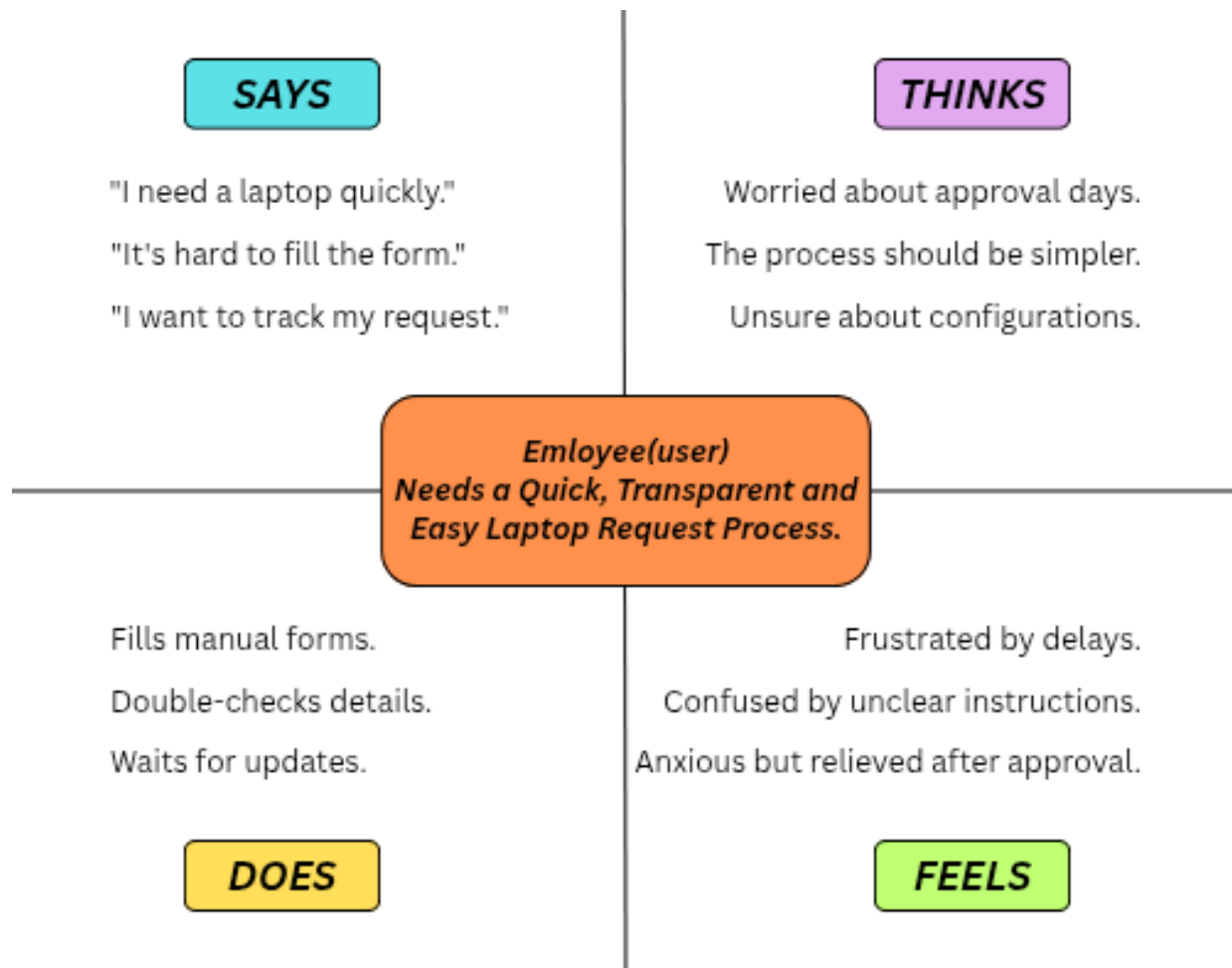
The Idea Listing diagram for the Laptop Request Catalog Item represents the key improvement areas identified during brainstorming. It is categorized into three main sections — Personalization, Dynamic Forms, and Workflow. Under Personalization, ideas include adding fields based on user roles, pre-filling user information, and providing customized instructions to make the process user-friendly. Dynamic Forms focus on showing relevant fields, using conditional logic, and enabling real-time validation to ensure accuracy and reduce manual errors. Finally, Workflow ideas highlight the need for features like submitting and tracking requests, adding a manager approval step, and sending notifications or updates to keep users informed throughout the process.

Idea Prioritization:



The Idea Prioritization diagram visually represents the evaluation of proposed ideas for the *Laptop Request Catalog Item* project based on their impact and effort. In the low-effort, high-impact quadrant, automating the approval workflow stands out as a key priority since it significantly reduces manual work and speeds up the request process. Similarly, implementing dynamic fields and a form reset option is also a high-value, low-effort improvement that enhances accuracy and user experience. On the other hand, integrating the system with IT Asset Management requires higher effort but provides substantial impact by enabling automatic laptop allocation and tracking. Lastly, introducing a chatbot for common queries falls under high effort but low impact, making it less essential at this stage. This prioritization ensures that the most effective and achievable ideas are implemented first for maximum organizational benefit.

Empathy Map:



The empathy map for the Laptop Request Catalog Item highlights the employee's overall experience while requesting a laptop for work. Employees often express frustration with the manual and time-consuming process, thinking that the system should be more automated and user-friendly. They struggle with unclear instructions, repeated follow-ups, and delays in approval, which make them feel anxious and dissatisfied. Despite their efforts to complete the form and communicate with IT or managers, they often face uncertainty about the request status. This emphasizes the need for a dynamic, transparent, and efficient catalog system that simplifies form submission, provides real-time updates, and ensures a smoother, faster laptop request experience.