Ideation Phase
Brainstorm & Idea Prioritization Template

Date	24 June 2025
Team ID	LTVIP2025TMID20422
Project Name	LAPTOP REQUEST CATALOG ITEM
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

For the **'Laptop Request Catalog Item'** project, our **Brainstorming and Idea Prioritization** efforts will focus on transforming the current manual and delay-prone laptop request process into a quick, efficient, and dynamic ServiceNow Service Catalog experience. We will collaboratively generate a comprehensive range of ideas for variables, dynamic UI policies, approval workflows, and user guidance, prioritizing *volume over value* initially to capture every possible enhancement for accurate data collection and an intuitive user interface. This will include exploring how to best implement dynamic form behavior, clear instructions, and reset functionality. Subsequently, through a structured prioritization process, we will evaluate these ideas to select the most impactful and feasible solutions for development, ensuring the project delivers a truly user-centric and error-reducing solution that significantly improves 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

A Team gathering
ServiceNow developer, IT support, UX designer, end-user

B Set the goal
Making the laptop request form dynamic, easy to use, and error-free.

C Learn how to use the facilitation tools
Keep discussion focused, encourage all ideas, and ensure everyone participates.
Open article →

① 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 an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- 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

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

Key rules of brainstorming
To run an smooth and productive session
- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

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

TIP

Person 1
Role-based laptop recommendations

Person 2
Dynamic form fields

Person 3
One-click request templates

Person 4
Real-time approval tracking

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 and break it up into smaller sub-groups.
⏱ 20 minutes

TIP

Pre-filled User Information

Step-3: Idea Prioritization

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Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Dynamic form fields

Real-time approval tracking

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)