Ideation Phase

Brainstorming & Idea Prioritization
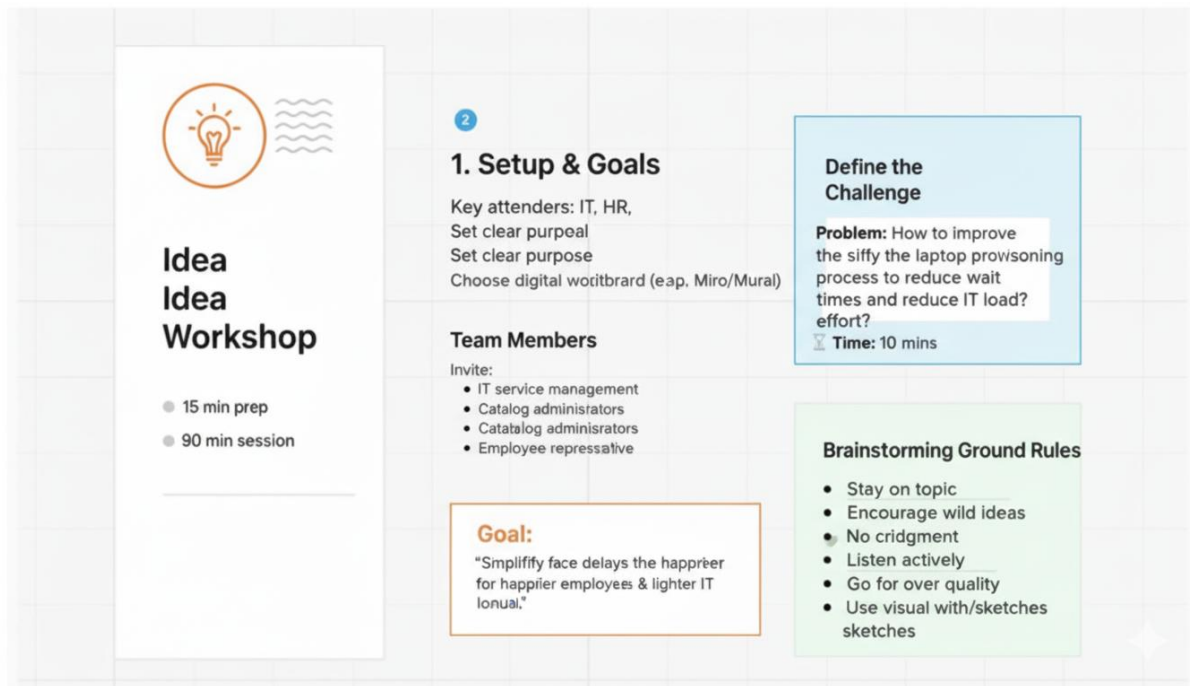
Date	14 November 2025
Team ID	NM2025TMID06861
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Brainstorming & Idea Prioritization Template

The team discussed and planned ideas to make the laptop request process better. The main focus was to create one common request form, fill user details automatically, and add live tracking. The ideas were ranked based on how useful and easy they are to do, so the most helpful changes can be done quickly.
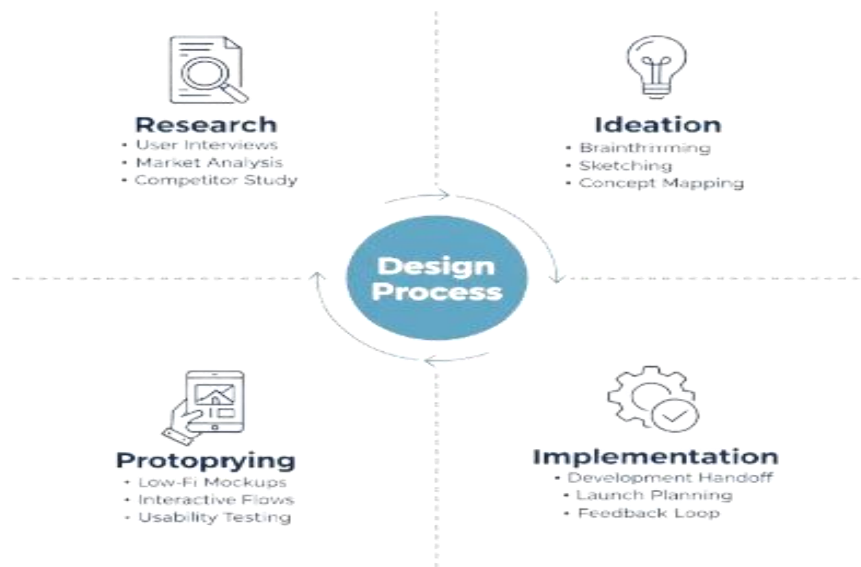
Step 1: Team Gathering, Collaboration and Problem Selection

The team worked together to find the main problems in the current laptop request process. They noticed delays, manual approvals, and no way to track requests as the biggest issues. After studying these challenges, the team chose the problem statement — "How can we make the laptop request process faster and easier through automation?" This helped the team set a clear goal for building the Laptop Request Catalog Item project.

Step 2: Brainstorming, Idea Listing and Grouping

In this stage, the team held a brainstorming session to share ideas for improving the laptop request process. Everyone suggested ways to make the catalog form easier, improve the user experience, and add automation. The ideas were then grouped into main categories — Simplification, User Experience (UX), Automation, Innovation, and Sustainability. This helped the team organize their thoughts and find useful solutions to make the Laptop Request Catalog Item faster and easier to use.

Research
- User Interviews
- Market Analysis
- Competitor Study

Ideation
- Brainthrimming
- Sketching
- Concept Mapping

Design Process

Protoprying
- Low-Fi Mockups
- Interactive Flows
- Usability Testing

Implementation
- Development Handoff
- Launch Planning
- Feedback Loop

Step 3: Idea Prioritization

The team reviewed all the ideas by checking how useful they are and how much work they need. Ideas with high impact and low effort, like one common request form, auto-fill user details, and live tracking, were chosen first. More advanced ideas, such as automation and AI-based suggestions, were planned for later stages.

Quick Wins

Build First
(High value, easy)

- Update UI Color Scheme
- Add 'Forgut Password' Flow
- Fix Mobile Resporsstineuss

Major Projects

Plan Next – High value, needs
needs more time)

- Develop AI-Persinalized Feed
- Integrate Third-Parytics Dashboard
- Create User Analytics Dashboard
- IT Dashboard Lapıtop Suggestions

Prioritization Curve

Fillers
(Low Importance Low
Effort)

(Do Last (Low value, easy)
(Do Last)

- Minor Text Edits
- Archive Old Data
- Feedback Finks

Time Sinks

Avoid
(Low valex)

- Build Custom CMS From Scratch
- Over-Enginering Obscure feature
- Rewite Legacy Code Entirrily

Impact

Effort