Ideation Phase
Brainstorming and Idea Prioritization

Date	1 November 2025
Team ID	NM2025TMID04148
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization:

Brainstorming plays a vital role in the ideation phase by providing an open and creative environment where all participants can freely share their thoughts and ideas.
This process encourages **collaborative problem-solving**, where even unconventional ideas are welcomed and refined into practical solutions.

In this project, the brainstorming session focused on designing a **Laptop Request Catalog Item in ServiceNow** to simplify and automate the laptop request process within an organization.
Through brainstorming, multiple ideas were generated—ranging from catalog item creation and dynamic form behavior to additional enhancements like approval workflows and notifications.

After generating ideas, the **prioritization process** was used to evaluate each idea based on two main criteria:

- **Importance** – How critical the idea is to achieving the project's goal.

- **Feasibility** – How easily the idea can be implemented with available time and tools.

This helped identify which ideas should be implemented first (the **MVP – Minimum Viable Product**) and which can be considered for later phases.

Purpose

The purpose of this brainstorming and prioritization activity was to:

- Encourage creative thinking and team collaboration.

- Collect a wide range of ideas to solve the manual laptop request problem.

- Prioritize ideas to focus on those that provide the highest value with minimal effort.

Step-1: Define Your Problem Statement

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⏱ 5 minutes

PROBLEM

How might we automate the laptop-request process in ServiceNow so that employees can quickly, accurately, and easily request laptops without delays or manual errors?

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind
that address your problem statement.

⏱ 10 minutes

Catalog Item Setup

Variables

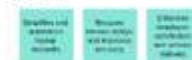Dynamic Behavior (UI Policy)

UI Action (Reset Button)

Update Set Management

Testing

Enhancements

Benefits

Step-3: Idea Prioritization