

Ideation Phase
Brainstorm & Idea Prioritization

Template

Date	02 November 2025
Team ID	NM2025TMID04710
Project Name	Laptop Request Catalog Item
Maximum Mark	4 Mark

Introduction:

This document captures the brainstorming process and the prioritization of ideas for developing the **Laptop Request Catalog Item** in ServiceNow. The purpose is to generate, evaluate, and select ideas that will best address the identified problems and improve user experience and operational efficiency.

Idea Generation:

During brainstorming, multiple ideas were discussed to simplify the laptop request process. The main focus was on creating a dynamic form, automating workflows, and improving communication between employees and IT staff. Some of the ideas included:

1. **Dynamic Form Behavior:** Fields such as "Laptop Type," "Usage Purpose," and "Department" will dynamically change based on previous selections. This ensures users only see relevant options.
2. **Form Reset Option:** A reset button will allow users to clear all inputs and start again if they make a mistake.
3. **Auto-Filled User Details:** Employee name, department, and email should autopopulate from the ServiceNow user profile to reduce manual input.

4. **Approval Workflow Automation:** Once the form is submitted, the request will automatically route to the employee's manager for approval and then to IT for fulfillment.
5. **Real-Time Notifications:** Employees will receive email updates whenever their request status changes (e.g., Submitted, Approved, Fulfilled).
6. **Request Tracking and Dashboard:** A dedicated tracking section will allow users and IT to monitor request progress.
7. **Governance and Version Control:** Every catalog item update will be logged for audit and deployment tracking.

Idea Evaluation and Prioritization:

After generating ideas, they were evaluated based on **impact** (how much value they add to the process) and **effort** (resources and time required to implement them). Features like **dynamic fields**, **reset form**, and **auto-filled user details** were identified as high-impact and low-effort, making them top priorities for implementation. Workflow automation and request tracking were also critical but required more effort, so they were marked for the second phase.

Selected Features for Implementation:

1. A user-friendly catalog item with dynamic fields.
2. Automatic population of user data from the system.
3. Reset form functionality for better usability.
4. Automated approval and fulfillment workflow.
5. Notification system for request updates.
6. Governance and tracking of all catalog item changes.

Conclusion:

The brainstorming and prioritization phase helped identify key features that balance usability, automation, and governance. Implementing these ideas will ensure that the

Laptop Request Catalog Item becomes a reliable and efficient tool for managing laptop requests. This solution will reduce manual workload, improve transparency, and enhance user satisfaction across the organization.