

Brainstorm & Idea Prioritization

Date	01 November 2025
Team ID	NM2025TMID05296
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕒 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👥 2-8 people recommended



Before you 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



Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



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Use the Facilitation Superpowers to run a happy and productive session.

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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

Employees currently request laptops through manual methods such as emails, causing delays, confusion, and poor tracking of approvals. The lack of an automated system leads to inefficiency for both requesters and IT staff. The **Laptop Request Catalog Item** automates the entire process using ServiceNow, ensuring faster approvals, transparency, and efficient laptop provisioning.



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.

2

Brainstorm

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

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

Self-Service Request Form

Suggested creating a user-friendly ServiceNow catalog form for submitting laptop requests.

Person 2

Approval Workflow and Notifications

Proposed automated approval routing and email notifications for transparency

Person 3

Request Tracking and Role-Based Access

Recommended adding request tracking visibility and access control for requesters, approvers, and IT staff

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 can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

The overall idea is to design a user-friendly ServiceNow catalog item that allows employees to submit laptop requests easily through a well-structured form. The form will include necessary validations and attachment options to ensure accurate and complete submissions. This self-service approach simplifies the request process and minimizes manual communication between employees and IT staff.

The project also focuses on automating the approval workflow using ServiceNow Flow Designer, where approvals are routed automatically, and email notifications keep users informed at each stage. Additionally, request tracking features and role-based access control will provide visibility and security for requesters, approvers, and IT staff, ensuring a transparent and efficient laptop request process.

4

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

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

