

Ideation Phase

Brainstorm & Idea Prioritization Template


Date	09 Feb 2026
Team ID	LTVIP2026TMIDS41339
Project Name	LAPTOP REQUEST CATALOG ITEM
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

The goal of our 'Laptop Request Catalog Item' project, which involves brainstorming and idea prioritization, is to replace the manual and time-consuming laptop request procedure with a dynamic, fast, and efficient ServiceNow Service Catalog experience. In order to capture every potential improvement for precise data collecting and an easy-to-use user interface, we first prioritize volume over value as we cooperatively produce a wide range of suggestions for variables, dynamic UI regulations, approval workflows, and user advice. This entails investigating the most effective ways to incorporate reset functionality, clear instructions, and dynamic form behavior. In order to choose the most practical and impactful solutions for development, we will first assess these concepts using a systematic prioritization process. This will guarantee that the project produces a truly user-centric and error-reducing solution that greatly raises 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

1

Team gathering

ServiceNow developer, IT support, UX designer, end-user

2

Set the goal

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

3

Learn how to use the facilitation tools

Keep discussion focused, encourage all ideas, and ensure everyone participates.

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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 a 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

1

Define your problem statement

How to make laptop requests faster, easier, and error-free through a dynamic ServiceFlow catalog item.

5 minutes

How might we create an...
...form that guides users and...
...reduces approval steps?

Key rules of brainstorming

To run a smooth and productive session

Stay in scope.

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

Person 1

Role-based
laptop
recommendations

Person 2

Dynamic
form fields

Person 3

One-click
request
templates

Person 4

Real-time
approval
tracking

TIP

You can select a sticky note and then press down to attach it to your drawing.

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 a descriptive label to make notes more useful to all. Create, organize, and categorize your ideas on a canvas with your team.

Pre-filled
User
Information

Step-3: Idea Prioritization

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 **H** key on the keyboard.

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.)