

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	30 October 2025
Team ID	NM2025TMID06300
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

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.




Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template




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

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

Team gathering

Identify members responsible for developing and testing the catalog item.

Set the goal

To design a dynamic and automated laptop request catalog item that simplifies the process for employees.

Learn how to use the facilitation tools

Use Mural to ideate, group, and prioritize ideas visually for clarity and collaboration.







[Open article](#) →

PROBLEM

How might we design a dynamic and accessible Service Catalog form that allows employees to request laptops efficiently while ensuring more green approval cycles?

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.



Need some inspiration?

Get a refreshed version of this template to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

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

- Create a laptop request form in the Service Catalog.
- Add dynamic fields (show specific models, RAM, and OS based on user choices).

Person 2

- Include a "Reset Form" button to clear all inputs easily.
- Add approval workflow (Employee → Manager → IT Admin).

Person 3

- Send automated email notifications for submission, approval, and delivery.
- Include a request tracking number for transparency.

Person 4

- Maintain audit trail for each change (governance and compliance).
- Add user guidance (tooltips or descriptions for laptop options).

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, label each cluster to identify key focus areas for the *Laptop Request Catalog Item* enhancement.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to move, connect, or link. To move, organize, and categorize, separate and connect themes within your mural.

1. Form Design & User Experience

- Add dynamic visibility rules (show/hide fields based on department or role).
- Pre-fill user details (name, department, location) automatically.
- Include laptop images and specifications for easy selection.
- Add a "Reset Form" button to clear inputs.
- Use tooltips for guidance on model selection and justification field.

2. Workflow Automation & Approvals

- Set up automated routing: Employee → Manager → IT Admin.
- Implement auto-approval for standard laptop models under cost limits.
- Send automatic notifications for pending approvals.
- Add escalation logic for delayed approvals.
- Maintain audit trails for each approval step.

3. Fulfillment & Tracking

- Generate unique request tracking numbers.
- Integrate with asset inventory to verify stock availability.
- Provide real-time status tracking ("Submitted → Approved → Delivered").
- Notify users at each stage via email or ServiceNow notifications.

4. Reporting & Analytics

- Develop a dashboard for IT to view request trends and SLA performance.
- Track most requested models and departments.
- Collect post-delivery feedback for continuous improvement.
- Use analytics to forecast asset demand.

5. Integration Opportunities

- Integrate with HR onboarding to auto-trigger laptop requests for new hires.
- Sync with the CMDB for asset management updates.
- Connect to vendor management for automatic procurement when stock is low.



Step-3: Idea Prioritization

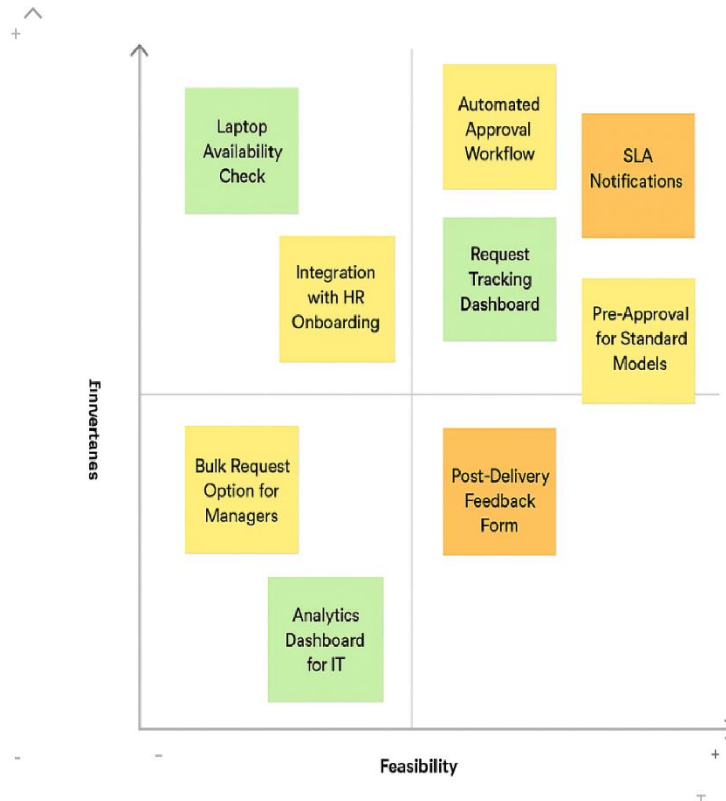
4

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 lever pointer holding the **H** key on the keyboard.



5

After you collaborate

You can export the mural as an image or PDF to share with your project team and IT stakeholders who are involved in the *Laptop Request Catalog Item* development.

Quick add-ons

Share the mural

Share a view link of the mural with project members and approvers to keep them informed about the progress of the *Laptop Request Catalog Item* workflow, design, and testing outcomes.

Export the mural

Export a copy of the mural as a PNG or PDF to include in project documentation, sprint reviews, or ServiceNow implementation reports.

Keep moving forward

Strategy blueprint

Define the vision, objectives, and key actions for enhancing the *Laptop Request Catalog Item*—including automation of approvals, integration with asset inventory, and improving user satisfaction.

[Open the template →](#)

Customer experience journey map

Visualize the complete user journey—from submitting a laptop request to approval, fulfillment, and feedback—to identify pain points and opportunities to enhance the ServiceNow user experience.

[Open the template →](#)

Strengths, weaknesses, opportunities & threats

Analyze current catalog item performance by mapping strengths (automation), weaknesses (manual dependencies), opportunities (HR integration, analytics), and threats (workflow delays) to refine the ServiceNow implementation plan.

[Open the template →](#)

