

Ideation Phase


Brainstorm and Idea

Prioritization

Date	31 October 2025
Team ID	NM2025TMID07433
Project Name	Laptop Request Catalog Item Template:
Maximum Marks	4 Marks

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

The team discussed organizational challenges related to hardware requests and identified the lack of automation and dynamic user guidance in the existing process. After evaluating multiple ideas, the team chose to create a ServiceNow Laptop Request Catalog Item that ensures a faster, more structured, and transparent process for employees and IT administrators.



Brainstorm & idea prioritization

The brainstorming is an important part of the project. This will help us to add new changes and work efficiently.

Title: Laptop Request Catalog Item
Members in team: four

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

Objective:
To bring the team together to identify a real organizational problem and agree on a project that improves efficiency using ServiceNow.

Set the goal:
To design and implement a **ServiceNow Service Catalog Item** that enables employees to quickly and accurately request laptops with dynamic fields, automated approvals, and complete tracking – improving efficiency and user satisfaction.

Specific Objectives:


- Automation:** Replace manual email-based laptop requests with a fully automated ServiceNow process.
- Dynamic Form Behavior:** Display relevant fields based on user input (e.g., show justification if a high-end laptop is selected).
- Accuracy:** Ensure required details like laptop model, duration, and business justification are properly captured.
- Reset Functionality:** Allow users to reset and re-enter data easily without retyping the form.
- Approval Workflow:** Automatically route requests to the appropriate manager for approval.
- Tracking & Audit:** Maintain logs of requests and changes for transparency and accountability.
- User Experience:** Provide a clean, guided interface that minimizes confusion and incomplete submissions.

Define your problem statement

Employees in the organization need a quick and efficient way to request laptops for work. The current process is manual and prone to delays, with no dynamic form behavior to guide users or ensure accurate data collection. To address this, a Service Catalog Item needs to be created, allowing users to easily request a laptop, with dynamic fields, clear instructions, and additional functionality like resetting the form if needed. The solution should also ensure all changes are tracked for governance and deployment, in Service Now.

PROBLEM

Inefficient manual laptop requests; need automated dynamic ServiceNow catalog solution.



To design and implement a **ServiceNow Service Catalog Item** that enables employees to quickly and accurately request laptops with dynamic fields, automated approvals, and complete tracking – improving efficiency and user satisfaction.

Step-2: Brainstorm, Idea Listing and Grouping:

The screenshot shows a digital brainstorming tool interface. At the top left, a blue circle with the number '2' indicates the step. Below it, the heading 'Brainstorm' is followed by the instruction 'Write down any ideas that come to mind that address your problem statement.' and a timer icon with '10 minutes'. A yellow tip box on the right says 'TIP: You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!'. The main area is divided into four sections for 'Person 1', 'Person 2', 'Person 3', and 'Person 4'. Each section contains yellow sticky notes with ideas. A vertical grey bar is on the right side of the interface.

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

- Automate laptop request process in ServiceNow.
- Implement dynamic form behavior using UI Policies.

Person 2

- Include approval workflow for managers
- Display only relevant fields for each request.

Person 3

- Simplify form layout to reduce errors.
- Ensure compliance with IT governance policies.

Person 4

- Improve accuracy of collected data.
- Missing or incomplete request information.

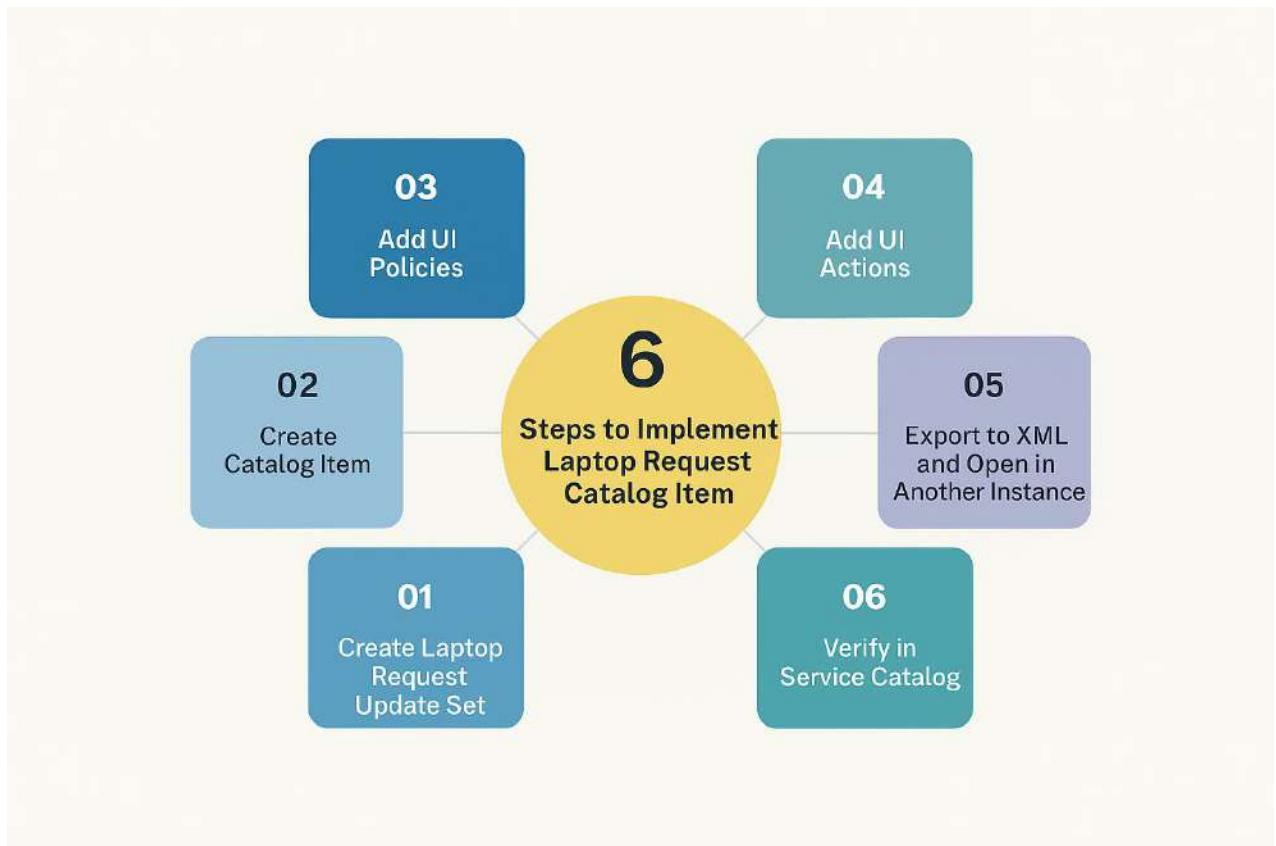
Brainstorm:

Team members contributed ideas about essential catalog item features such as conditional visibility, automated approvals, form reset, and user role-based visibility.

Idea Listing:

All suggestions were compiled — including options for workflow automation, UI policies, client scripts, and catalog UI policies to enhance user experience.

Step-3: Idea Prioritization:



Idea Prioritization:

Prioritization focused on addressing critical business needs first—automating laptop requests and ensuring accurate data collection. The most important component identified was the dynamic behavior of the catalog form, as it enhances user experience and prevents incomplete submissions.

Subsequent priorities included integrating reset functionality, audit tracking, and deployment governance. This structured prioritization ensures the solution delivers tangible efficiency improvements and scalability. Visual workflows and test cases will validate each feature's behavior before deployment to production.

By organizing and polarizing ideas in this way, the project team ensures a clear roadmap for development and implementation within ServiceNow, leading to a robust and user-friendly catalog item.