Ideation Phase

Brainstorm & Idea Prioritization Template

Date:	21-12-2025
Team ID:	
Project Name:	Automated Network Request Management in ServiceNow
Maximum Marks:	4 Marks

Overview

Brainstorming provides a free and collaborative environment that encourages team members to generate innovative solutions for real-world problems. This activity focuses on identifying challenges in the existing manual network request process and prioritizing ideas that can be effectively automated using ServiceNow. The goal is to select high-impact ideas that improve efficiency, accuracy, and user experience.

Step-1: Team Gathering, Collaboration and Selection of Problem Statement

Team Collaboration

The team conducted a collaborative discussion involving perspectives from:

- End Users (Requesters)

- IT Administrators

- Network Fulfilment Team

- Approvers / Managers

Each stakeholder shared challenges faced in the current network request handling process.

Selected Problem Statement

"Network-related service requests are currently handled manually, resulting in delays, incomplete information, lack of visibility, and increased operational workload for IT and network teams**."**

Key Problems Identified

- Manual email-based or ticket-based requests

- Incomplete or incorrect request details

- Delayed approval cycles

- No centralized tracking or visibility

- High dependency on IT staff for repetitive tasks

Step-2: Brainstorm, Idea Listing and Grouping

Brainstormed Ideas

During brainstorming, the following ideas were generated without filtering to encourage creativity:

1. Centralized Service Catalog for network requests

2. Dynamic request forms with mandatory fields

3. Automated approval workflow based on role and department

4. Auto-assignment of tasks to network teams

5. Email notifications at each request stage

6. Real-time request status tracking for users

7. Custom network database for structured data storage

8. Auto-population of user details using ServiceNow reference fields

9. Role-based access control using ACLs

10. Reporting and analytics for network requests

Idea Grouping

Request Intake & UX, Workflow Automation, Approval & Compliance, Monitoring & Visibility

Step-3: Idea Prioritization

Ideas were prioritized based on **Impact, Feasibility, and Alignment with Business Objectives**.

Priority Matrix

Priority Level	Selected Ideas
High Priority	Service Catalog for Network Requests, Automated Approval Workflow, Dynamic Request Forms
Medium Priority	Custom Network Database, Auto-population of user data, Email Notifications

Priority Level	Selected Ideas
Low Priority	Advanced reporting dashboards, predictive analytics

Final Prioritized Solution

Based on the prioritization, the team finalized the following solution:

Implementation of an Automated Network Request Management System in ServiceNow using Service Catalog, Dynamic Forms, Flow Designer, and a Custom Network Database to streamline request submission, approval, execution, and tracking.

Outcome of Ideation Phase

- Clear problem definition achieved

- High-impact automation ideas identified

- Scope finalized based on feasibility and course requirements

- Strong alignment with ITSM best practices