

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	27 December 2025
Team ID	
Project Name	An employee requests installation of licensed software through the Service Catalog
Maximum Marks	4 Marks

1. Brainstorming Overview

During the initial phase of the project, a brainstorming session was conducted to identify key challenges faced in the existing **manual software installation request process** and to explore possible automation opportunities using ServiceNow. Inputs were gathered by analyzing real-time IT service desk operations, employee pain points, and IT governance requirements.

The brainstorming focused on:

- Improving request handling efficiency
- Reducing manual coordination between employees, approvers, and IT teams
- Ensuring software license compliance
- Enhancing user experience through automation

2. Identified Problems (Brainstorming Outcomes)

Area	Observed Problem
Manual Requests	Software requests raised via email or phone caused delays and confusion
Approval Delays	Lack of structured approval workflows led to longer turnaround time
Tracking Issues	Users had no visibility into request status
License Compliance	No centralized validation for licensed software
IT Workload	IT teams spent excessive time on repetitive coordination

Area	Observed Problem
Audit & Reporting	Difficulty in tracking approvals and installations

3. Brainstormed Ideas & Possible Solutions

Idea ID	Idea Description	Expected Benefit
I1	Create a Service Catalog item for software installation	Standardized request intake
I2	Automate manager and security approvals	Faster and policy-based approvals
I3	Auto-create catalog tasks for IT teams	Reduced manual task assignment
I4	Use catalog variables for software details	Accurate and complete request data
I5	Implement license validation checks	Prevent unlicensed installations
I6	Enable request tracking via Service Portal	Improved user transparency
I7	Notifications at every stage	Better communication
I8	Update Sets for deployment	Easy migration and governance

4. Idea Prioritization Criteria

The ideas were evaluated using the following prioritization criteria:

- **Business Impact** – Improves IT service efficiency
- **User Experience** – Enhances ease of request and tracking
- **Feasibility** – Can be implemented using ServiceNow features
- **Compliance** – Supports licensing and IT governance
- **Scalability** – Suitable for future expansion

5. Idea Prioritization Matrix

Idea ID	Business Impact	Feasibility	Priority Level
I1 – Service Catalog Item	High	High	High
I2 – Automated Approvals	High	High	High
I3 – Catalog Task Creation	High	High	High
I4 – Catalog Variables	Medium	High	High
I5 – License Validation	High	Medium	Medium
I6 – Service Portal Tracking	Medium	High	Medium
I7 – Notifications	Medium	High	Medium
I8 – Update Sets	Medium	High	Medium

6. Final Selected Ideas for Implementation

Based on prioritization, the following ideas were selected for implementation:

- Service Catalog-based Software Installation Request
- Automated Approval Workflow (Manager / Security)
- Auto-generation of Catalog Tasks for IT Support
- Use of structured catalog variables
- Request tracking through Service Portal
- Notifications for submission, approval, and completion
- Deployment using Update Sets

These ideas directly aligned with the project objective of **end-to-end automation** and were fully implemented in the project lifecycle.

7. Outcome of Brainstorm & Prioritization

The brainstorming and prioritization phase helped:

- Clearly define project scope
- Eliminate unnecessary features
- Focus on high-impact automation

- Ensure alignment with ITIL and ITSM best practices
- Lay a strong foundation for workflow design and implementation

8. Conclusion

The Brainstorm & Idea Prioritization phase played a critical role in shaping the **Software Installation Request Automation** project. By identifying key pain points and prioritizing feasible, high-impact solutions, the project achieved a structured, scalable, and compliant automation model using ServiceNow.