Ideation Phase
Define the Problem Statement

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User Problem Statement Overview:

- This document presents the customer-centric ideation phase of my project *Laptop Request Catalog Item*, completed under the SmartInternz NME program in collaboration with ServiceNow and SmartBridge. The goal was to understand the end-user's experience and define their challenges clearly using structured problem statements. This helped guide the design of a solution that is empathetic, efficient, and aligned with user needs.

Statement	Description
I am	An employee working in a fast-paced organization who relies on technology to perform daily tasks efficiently.
I'm trying to	Request a laptop quickly and smoothly through an internal system.
But	The current process is manual, slow, and lacks clarity. It often leads to delays and confusion.
Because	There is no digital catalog item with dynamic form behavior or guided instructions to help users submit accurate requests.
Which makes me feel	Frustrated, uncertain, and less productive due to the time lost in back-and-forth communications.

Identified Challenges:

- The laptop request process lacked structure, responsiveness, and clarity.
- Employees faced delays due to manual workflows and absence of dynamic form behavior.
- New joiners experienced confusion from missing instructions and lack of reset options.
- These challenges impacted productivity and user satisfaction

Solution Direction:

- To address these issues, a dynamic Service Catalog item was designed in ServiceNow.
- The form includes guided instructions, conditional field visibility, and a reset button to improve usability.
- All configurations were tracked using update sets to ensure safe deployment and governance.

Implementation Reflection:

- The implemented solution directly responds to the user problem statement.
- It simplifies the request process, reduces delays, and enhances the user experience.
- The use of UI policies and UI actions ensures dynamic behavior, while update set tracking supports version control and migration.

User Journey Mapping Table:

Problem Statement	I am (User)	I'm trying to	But	Because	Which makes me feel
PS-1	An employee needing a laptop for work	Submit a laptop request digitally	The process is manual and slow	No structured catalog item or dynamic form	Frustrated and delayed
PS-2	A new joiner in urgent need of a device	Request a laptop on Day 1	No clear instructions or reset option	Form lacks guidance and flexibility	Confused and unsupported