Ideation Phase Brainstorm & Idea Prioritization

Team ID : NM2025TMID08544

Team Size : 4

Team Leader : Varsha R

Team member : Venu K C

Team member : Varun Vikas K

Team member : Nighilkrishna M

Ideation Phase Overview:

This document outlines the ideation phase of my Laptop Request Catalog Item project, developed as part of the SmartInternz NME program in collaboration with ServiceNow and SmartBridge. The primary focus was to identify and address a real organizational challenge by building an efficient solution using ServiceNow. Through systematic brainstorming, idea classification, and prioritization techniques, I finalized a well-structured and practical implementation strategy that delivers meaningful impact.

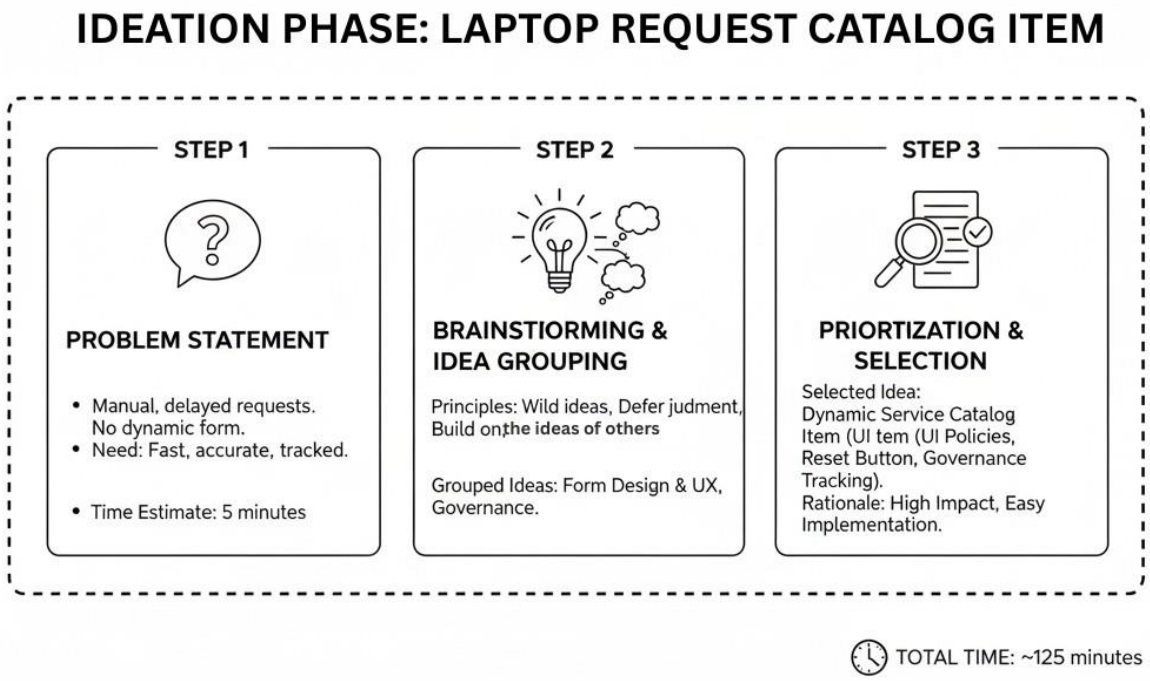

Figure 1: Summary of Ideation

Step 1: Team Gathering and Problem Statement:

This ideation session was conducted individually, following structured brainstorming principles to explore multiple solution paths and finalize the most effective approach.

Time Estimate: 10 minutes to prepare, 60 minutes to run

Problem Statement:

- Employees in the organization need a quick and efficient way to request laptops for work. The existing process is completely manual, leading to delays and inconsistent data collection due to the lack of dynamic form behavior. To overcome these limitations, I proposed developing a Service Catalog item that enables users to raise laptop requests seamlessly, supported by dynamic fields, user-friendly guidance, and a reset option for convenience. Additionally, all modifications would be tracked to ensure proper governance and smooth deployment.

Time Estimate: 5 minutes

Brainstorming Principles:

- Encourage wild ideas.
- Defer judgment.
- Build on the ideas of others.
- Stay focused on the topic.
- One conversation at a time.

Step 2: Brainstorming and Idea Grouping

Idea	Summary
1. Automate laptop request process using ServiceNow	Replace manual process with a digital workflow
2. Create a Service Catalog item with user-friendly form	Build a structured form for laptop requests
3. Add variables for laptop type, urgency, and justification	Capture key request details from users
4. Use UI policies to make the form dynamic and responsive	Show/hide fields based on user input
5. Add a reset button using UI action for better UX	Allow users to clear the form easily
6. Track all changes using update sets for governance	Ensure all configurations are version-controlled
7. Restrict access based on user roles to ensure security	Limit access to authorized users only
8. Plan for future enhancements like approval workflows	Enable manager approvals for requests
9. Include tooltips and instructions to guide users	Improve usability with inline guidance

Grouped Ideas:

- ➔ **Form Design & User Experience**
  - ◆ Structured form layout.
  - ◆ Dynamic field behavior using UI policies.
  - ◆ Reset button using UI action.
  - ◆ Tool-tips and instructions for user guidance.
- ➔ **Governance**

"**Update set tracking for version control**": A local update set named **Laptop Request** was created and activated to capture all configuration changes including the catalog item, variables, UI policies, and UI actions. After completion, the update set was exported as an XML file and later imported into the target instance. It was then previewed and committed to ensure proper migration, validation, and traceability of all modifications.

Time Estimate: 30 minutes

Step 3: Idea Prioritization

Idea	Importance	Feasibility	Notes
Dynamic catalog item with UI policies and reset button	High	High	Final solution implemented
Approval workflow and notifications	High	Medium	Planned for future
Unified experience across platforms	Low	Low	Out of scope

Selected Idea:

● The final solution involved developing a dynamic Service Catalog item in ServiceNow specifically for laptop requests. It features UI policies to enable dynamic field behavior, a reset option implemented through UI action, and complete governance through update set tracking. This solution was chosen due to its high value in improving user experience, simplified implementation effort, and strong relevance to organizational requirements.

Time Estimate: 20 minutes