Ideation Phase

Brainstorm & Idea Prioritization

Template

Date	02 November 2025
Team ID	NM2025TMID08730
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Laptop Request Catalog System:

The Laptop Request Catalog System is an automated workflow developed using the ServiceNow platform. The main objective of this system is to simplify and digitize the process of requesting laptops within an organization.

Employees can easily submit their laptop requests online, and the approvals are processed automatically through predefined workflows. This reduces manual effort, saves time, and increases transparency in the approval process.

Key components such as Catalog Item, Workflow, UI Policies, and Notifications are integrated to ensure a seamless and user-friendly experience for both employees and administrators.

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

In this step, our project team gathered to discuss and understand the challenges faced in the laptop request process within the organization.

Through collaboration, we analyzed how employees currently request laptops and the delays caused by manual approvals or lack of automation.

After detailed discussion, we finalized our problem statement — "To develop a Laptop Request Catalog Item in ServiceNow to automate and simplify the laptop request process."

Step 2: Brainstorming, Idea Listing, and Grouping

Idea Listing

In this step, the project team organized a brainstorming session to explore creative ideas for developing the Laptop Request Catalog Item.

Team members shared different views on how to make the request process faster, simpler, and more automated.

Several ideas emerged — such as creating a dynamic catalog form, adding approval workflows, using UI policies to control visibility, and sending real-time notifications.
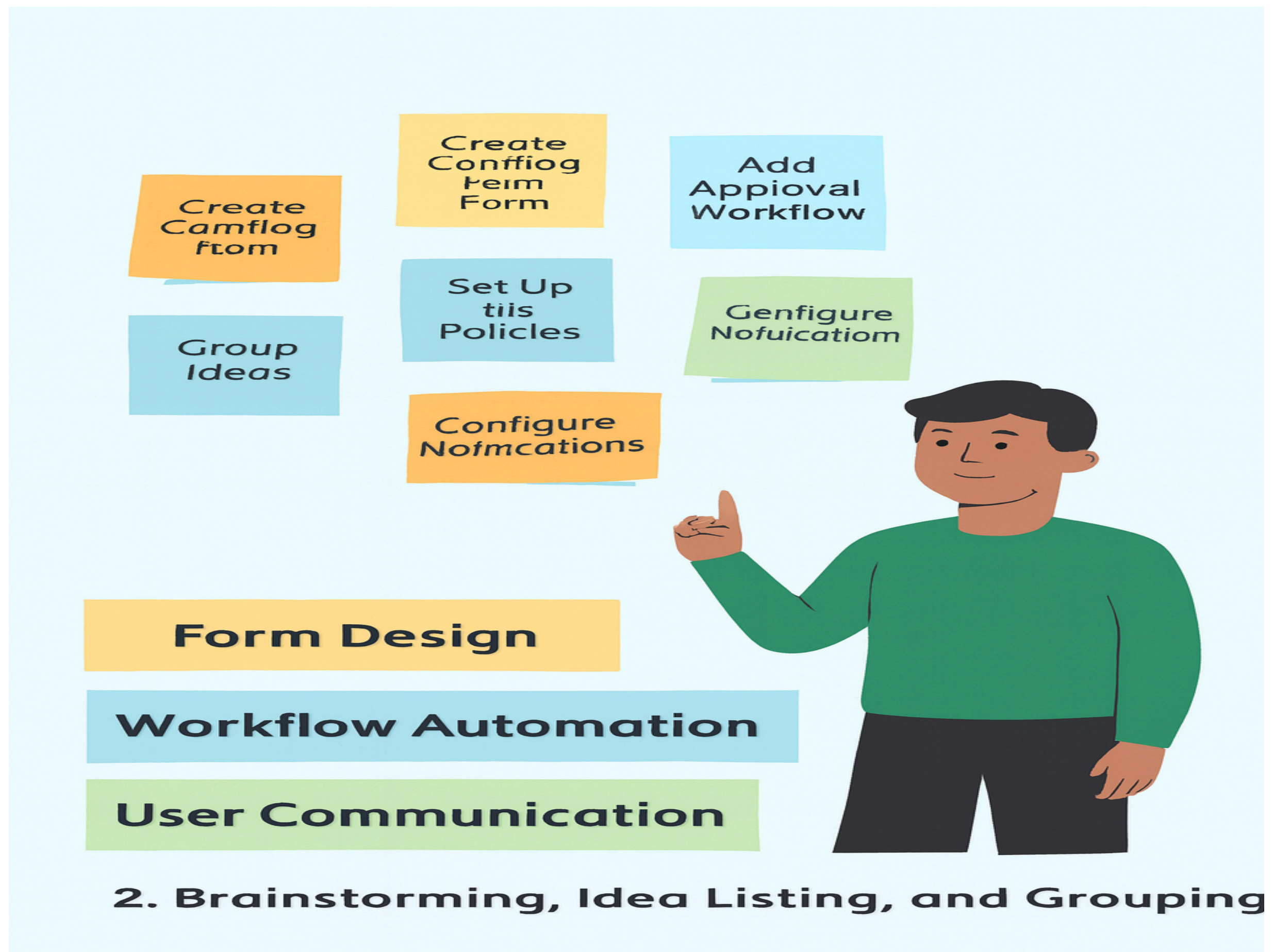
All ideas were listed on a shared document to ensure that every suggestion was captured.

After collecting the ideas, the team grouped them into categories like Form Design, Workflow Automation, and User Experience.

This grouping made it easier to analyze which ideas were similar or complementary. The process helped in combining small ideas into stronger and more practical solutions.

Overall, this step encouraged active participation and laid the foundation for selecting the best idea in the next phase.

Step 3: Idea Selection and Refinement

From the grouped ideas, the most feasible and effective ones were selected for implementation.

The chosen approach focused on creating a ServiceNow Catalog Item that allows users to request laptops easily, automatically routes requests for approval, and provides notifications at each stage.

 This final idea was refined to align with the project's objectives of automation, user-friendliness, and efficiency.