Ideation Phase

Brainstorm & Idea Prioritization – Project Documentation

Date	31 January 2025
Team ID	LTVIP2025TMID30162
Project Name	Laptop Request Catalog Item (ServiceNow Administration)
Maximum Marks	4 Marks

Step-1: Team Collaboration & Problem Definition

The team gathered to assess inefficiencies in the current laptop request process, which relied heavily on manual communication (emails or verbal). This often led to delays, incomplete requests, and administrative confusion. Through collaborative discussions and empathy analysis, the team defined the following problem statement:

Problem Statement:

Employees manually request laptops via email or word-of-mouth, which causes tracking issues, delays, and an increased burden on IT staff. A centralized and intelligent form-based system is needed for structured, efficient, and user-friendly laptop requests.

Step-2: Brainstorming and Grouping Ideas

The team explored multiple approaches to solve the defined problem. Ideas were collected, listed, and grouped based on their nature and implementation feasibility.

Idea	Description	Group
Manual Emails	Continue using emails for laptop requests	Traditional Methods
Spreadsheets	Use shared sheets to log hardware requests	Semi-Digital Tools
Third-party Tools	Use tools like Trello or Zoho for tracking	Semi-Digital Tools
ServiceNow Catalog Item	Create a digital form within ServiceNow for laptop requests	Automated Solutions

Step-3: Idea Prioritization

Each idea was evaluated based on impact and implementation effort. The ServiceNow Catalog Item was prioritized as it balances high impact with moderate effort and fits the organization's IT landscape.

Idea	Impact	Effort	Priority	Remarks
Manual Emails	Low	Low	Low ❌	Outdated and inefficient
Spreadsheets	Medium	Low	Low ❌	Better but lacks structure
Third-party Tools	Medium	Medium	Medium ❌	Not native to ServiceNow
ServiceNow Catalog Item	High	Medium	✅ High	Best balance of feasibility and value

Conclusion

Based on collaborative ideation and structured prioritization, the team concluded that developing a ServiceNow Catalog Item offers the most effective solution for streamlining laptop requests. The solution is user-friendly, scalable, and integrates well within the organization's digital infrastructure.