

# Ideation Phase

## Brainstorm and Idea Prioritization Template

Date	2 November 2025
Team ID	NM2025TMID01266
Project	Laptop Request Catalog Item
Maximum Marks	4 Mark

## Laptop Request Catalog Item Template

Employees in the organization need a quick and efficient way to request laptops for work. The current process is manual and prone to delays, with no dynamic form behavior to guide users or ensure accurate data collection. To address this, a Service Catalog item needs to be created, allowing users to easily request a laptop, with dynamic fields, clear instructions, and additional functionality like resetting the form if needed. The solution should also ensure all changes are tracked for governance and deployment.

he current laptop request process in the organization is manual, inefficient, and prone to delays due to the lack of automation and dynamic form behavior. To streamline this, a new Service Catalog item will be developed, allowing employees to easily request laptops through an interactive, user-friendly form that adapts dynamically based on user inputs, pre-fills relevant details, and validates data to ensure accuracy. The form will include clear instructions, contextual guidance, and a “Reset Form” option for convenience. All configurations and workflow changes will be tracked through update sets or version control to maintain governance, auditability, and controlled deployment across environments. This solution will reduce processing time, enhance data quality, improve user experience, and ensure compliance with organizational IT standards, while establishing a scalable foundation for future catalog enhancements.

## Step 1: Team Gathering, Collaboration, and Select the Problem Statement

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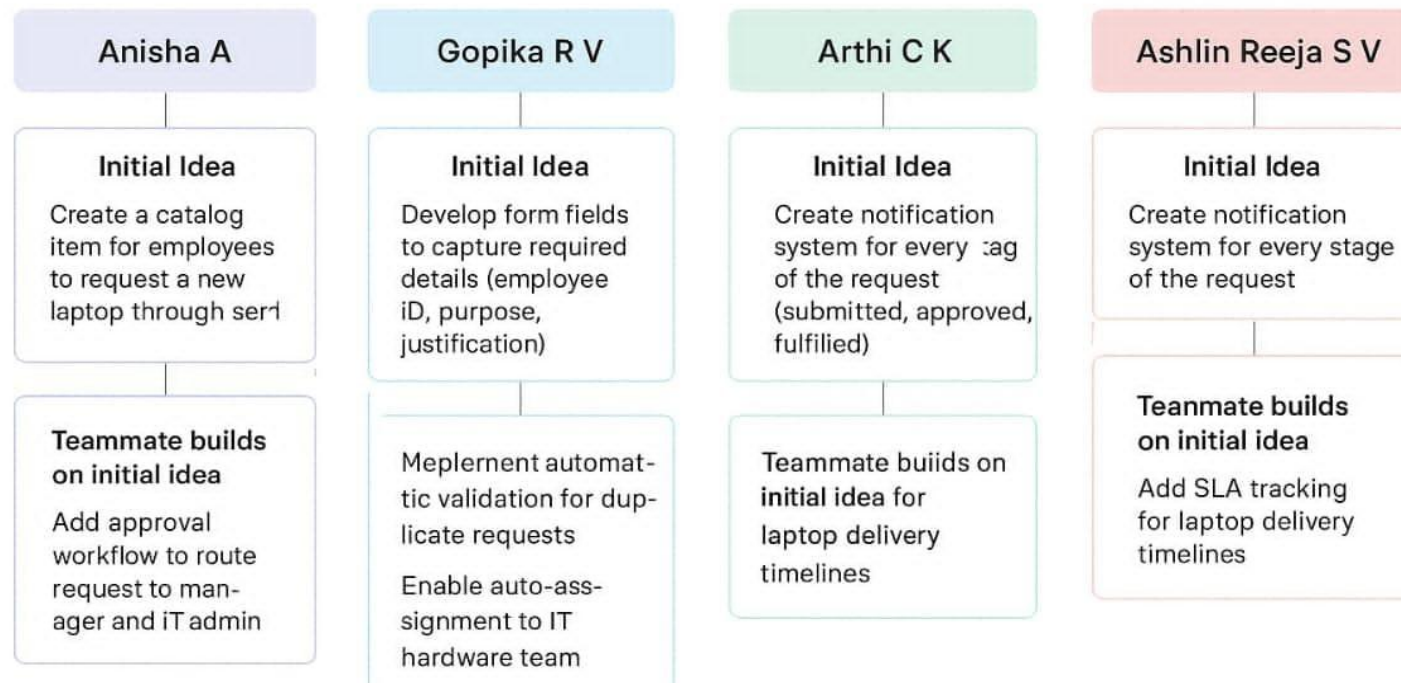


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## Step 2: Brainstorm, Idea Listing, and Grouping

### Laptop Request Catalog Item – Idea Listing



- ✓ **Brainstorm:** A brainstorm for a Laptop Request Catalog Item involves generating and organizing ideas about how employees can formally request laptops through

a self-service portal. It focuses on identifying the purpose, possible request types, user inputs, approval flow, fulfillment steps, and overall experience of the request process.

- ✓ **Idea Listing:** An idea listing for a Laptop Request Catalog Item is a structured collection of concepts, features, and process elements that help define how employees can request laptops within an organization. It includes brainstorming and organizing ideas related to the purpose of the catalog item, the types of laptop requests it should support, the form fields to capture necessary information, the approval and fulfillment workflows, and any additional features that improve user experience and asset control.
- ✓ **Grouping:** A grouping definition for a Laptop Request Catalog Item refers to the logical organization of related elements within the catalog item to make the request process clear, structured, and user-friendly. It involves categorizing the form fields, workflow stages, and functional components into meaningful groups that reflect the flow of information and actions required for a laptop request.

- ✓ **Action planning:** Action planning for a Laptop Request Catalog Item involves outlining the step-by-step activities required to design, develop, implement, and manage the catalog item effectively within an IT service management system (such as ServiceNow or Freshservice). It ensures the request process is structured, functional, and aligned with business and IT objectives.

## Step 3: Idea Prioritization



# Idea Prioritization

Idea prioritization for a Laptop Request Catalog Item involves identifying which features and components should be developed first based on their importance, impact, and feasibility. The goal is to ensure that the catalog item delivers essential functionality while allowing room for future enhancements. High-priority ideas include the core elements necessary for the request process, such as a clear catalog description, requester details (name, department, and location), request type options (new, replacement, upgrade, or damaged), laptop model selection, manager approval workflow, IT asset validation, and fulfillment tracking with asset record updates. These components form the foundation of a functional and policy-compliant catalog item.



