

Ideation Phase

Brainstorm & Idea Prioritization

Date	02/11/2025
Team ID	NM2025TMID03478
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization

Problem:

Employees still use manual methods like emails to request laptops, leading to delays, confusion, and lack of transparency. Automation is needed to simplify and speed up the process for both employees and IT teams.

Brainstormed Ideas:

- Develop an **intuitive ServiceNow catalog form** for employees to easily submit laptop requests.
- Implement **automated approval routing** and **email notifications** to keep users updated.
- Add **request tracking** and **role-based access control** to ensure security and transparency

Prioritization Outcome:

After evaluating feasibility and impact, the key focus areas are:

Building a **self-service catalog form** with required validations and attachments.

Automating approvals using **ServiceNow Flow Designer**.

Adding **tracking and access control** for visibility and governance.



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare
🕒 1 hour to collaborate
👥 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes



Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



Learn how to use the facilitation tools

Use the Facilitator Superpowers to run a happy and productive session.

[Open article](#)



Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM

Employees still rely on manual methods like emails to request laptops, which results in delays, confusion, and difficulty in tracking approvals. The absence of automation creates inefficiencies for both requesters and IT teams. The **Laptop Request Catalog Item** built in ServiceNow streamlines this process by automating approvals, improving transparency, and enabling faster and more efficient laptop provisioning.



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defers judgment.



Listen to others.



Go for volume.



If possible, be visual.



Need some inspiration?

See a finished version of this template to identify your needs.

[Open example](#)

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hold the pencil (click to delete) icon to start drawing!

Person 1

Self-Service Request Form

Proposed developing an intuitive ServiceNow catalog form that allows employees to easily submit their laptop requests.

Person 2

Approval Workflow and Notifications

Suggested implementing automated approval routing and email notifications to enhance process transparency.

Person 3

Request Tracking and Role-Based Access

Advised incorporating request tracking features and role-based access control for requesters, approvers, and IT personnel.



3

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP
Add color-coding tags to sticky notes to make it easier to find, remove, organize, and integrate important ideas as thoughts surface your mind.

The main concept is to develop an intuitive ServiceNow catalog item that enables employees to submit laptop requests effortlessly through a structured form. It will include required validations and attachment options to ensure completeness and accuracy. This self-service method streamlines the request process and reduces the need for manual interaction between employees and IT personnel.

The project also emphasizes automating the approval process through ServiceNow Flow Designer, enabling automatic routing of approvals and sending email notifications to keep users updated at every stage. Furthermore, incorporating request tracking and role-based access control will enhance visibility and security for requesters, approvers, and IT teams, ensuring a streamlined and transparent laptop request workflow.



4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

20

Participants can use their markers to point at where ideas most should go on the grid. The facilitator can position the team by using the team position heading for 10 days and the facilitator.

