

IdeationPhase

Brainstorm&IdeaPrioritizationTemplate

Date	02 November 2025
TeamID	NM2025TMID01453
ProjectName	LAPTOPREQUESTCATALOGITEM
MaximumMarks	4Marks

Brainstorm&IdeaPrioritizationTemplate:

For the '**Laptop Request Catalog Item**' project, our **Brainstorming and Idea Prioritization** efforts will focus on transforming the current manual and delay-prone laptop request process into a quick, efficient, and dynamic ServiceNow Service Catalog experience. We will collaboratively generate a comprehensive range of ideas for variables, dynamic UI policies, approval workflows, and user guidance, prioritizing *volume over value* initially to capture every possible enhancement for accurate data collection and an intuitive user interface. This will include exploring how to best implement dynamic form behavior, clear instructions, and reset functionality. Subsequently, through a structured prioritization process, we will evaluate these ideas to select the most impactful and feasible solutions for development, ensuring the project delivers a truly user-centric and error-reducing solution that significantly improves employee satisfaction and operational efficiency.

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

Template

Brainstorm & idea prioritization

Brainstorm ideas for a dynamic, user-friendly laptop request process in ServiceNow, even if the team is remote.

⌚ 10 minutes to prepare
⌚ 1 hour to collaborate
👤 2-4 people recommended

Before we 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

Define your problem statement
How to make laptop requests faster, easier, and error-free through a dynamic ServiceNow catalog item.
⌚ 5 minutes

Team gathering
ServiceNow developer, IT support, UX designer, end-user

Set the goal
Making the laptop request form dynamic, easy to use, and error-free.

Learn how to use the facilitation tools
Keep discussion focused, encourage all ideas, and ensure everyone participates.
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PROBLEM
How might we create an intuitive laptop request form that guides users and reduces approval delays?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

1 Define your problem statement
How to make laptop requests faster, easier, and error-free through a dynamic ServiceNow catalog item.
⌚ 5 minutes

2 Brainstorm
Write down any ideas that come to mind that address your problem statement.
⌚ 10 minutes

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

Person 1
Role-based laptop recommendations

Person 2
Dynamic form fields

Person 3
One-click request templates

Person 4
Real-time approval tracking

Pre-filled User Information

TIP
How might we create an intuitive laptop request form that guides users and reduces approval delays?

TIP
Add customizable fields to static service items to make it easier for end-users to find, request, and track their approvals and assignments. This will reduce time spent on manual tasks.

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Step-3:IdeaPrioritization

