

Ideation Phase

Define the Problem Statement

Date	02 November 2025
Team ID	NM2025TMID04313
Project Name	Laptop Request Catalog Item
Maximum Marks	2 Marks

User Problem Statement Overview:

- This document details the **customer-centric ideation phase** for the **Laptop Request Catalog Item** project, completed under the SmartInternz NME program. The core objective was to deeply understand the end-user's viewpoint and clearly articulate their difficulties using structured problem statements. This approach ensured that the resulting solution was **empathetic**, highly **efficient**, and directly addressed critical employee needs.

Statement	Description
I am	A motivated team member within a high-paced corporation, dependent on functional technology for daily efficiency.
I'm trying to	Request a new work laptop swiftly and seamlessly via the organization's internal request system.
But	The existing procedure is antiquated, sluggish, and lacks necessary transparency. This frequently results in significant processing delays and user uncertainty.
Because	There is no digital service catalog item available featuring responsive, dynamic form fields or helpful guided instructions to ensure accurate data submission.
Which makes me feel	Irritated, unsure of the status, and ultimately less productive due to wasted time on unnecessary follow-ups and corrections.

Key Challenges Identified:

The analysis of the employee experience highlighted several critical pain points in the legacy process:

- **Absence of Structure and Responsiveness:** The original laptop provisioning process was **unstructured, non-responsive**, and **ambiguous**.

- **Workflow Delays:** Employees faced considerable **delays** due to reliance on manual, human-driven workflows and the complete lack of **dynamic form behavior**.
- **User Confusion:** New hires, in particular, struggled with **confusion** stemming from absent instructions and the inability to easily **reset** a partially completed request form.
- **Impact:** These issues directly contributed to diminished overall **productivity** and lowered employee **satisfaction** with internal services.

Solution:

To resolve the identified challenges, the project focused on designing a highly **dynamic Service Catalog item** within the ServiceNow platform. This new solution provides:

- **Guided Instructions** (tooltips/help text) for clarity.
- **Conditional Field Visibility** (via UI Policies) for relevance.
- **A Form Reset button** (via UI Action) for improved usability.
- **Configuration Tracking** (via Update Sets) for secure and governed deployment.

User Journey Mapping Table:

Problem Statement	I am (User Persona)	I'm trying to	But	Because	Which makes me feel
PS-1	A current employee requiring a laptop for work	Submit a new laptop request electronically	The process is manual and takes too long	The absence of a structured catalog item with dynamic form logic	Frustrated and subject to avoidable delays
PS-2	A Specialized Employee (e.g., Engineer)	Request a high-spec laptop for my work	The form only shows generic Standard/Premium options.	The variables are too rigid and don't allow technical specification input.	Inefficient because the generic device won't meet my needs.