

Ideation Phase

Brainstrom & Idea Prioritization

Date	02 November 2025
Team ID	NM2025TMID04313
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Ideation Phase Overview:

- This document summarizes the initial planning phase for the **Laptop Request Catalog Item** project. The goal was to develop a practical, high-impact solution within **ServiceNow** to address a real organizational issue. The process involved structured thought generation, grouping related ideas, and selecting the best approach for implementation.

IDEATION PHASE: LAPTOP REQUEST CATALOG ITEM

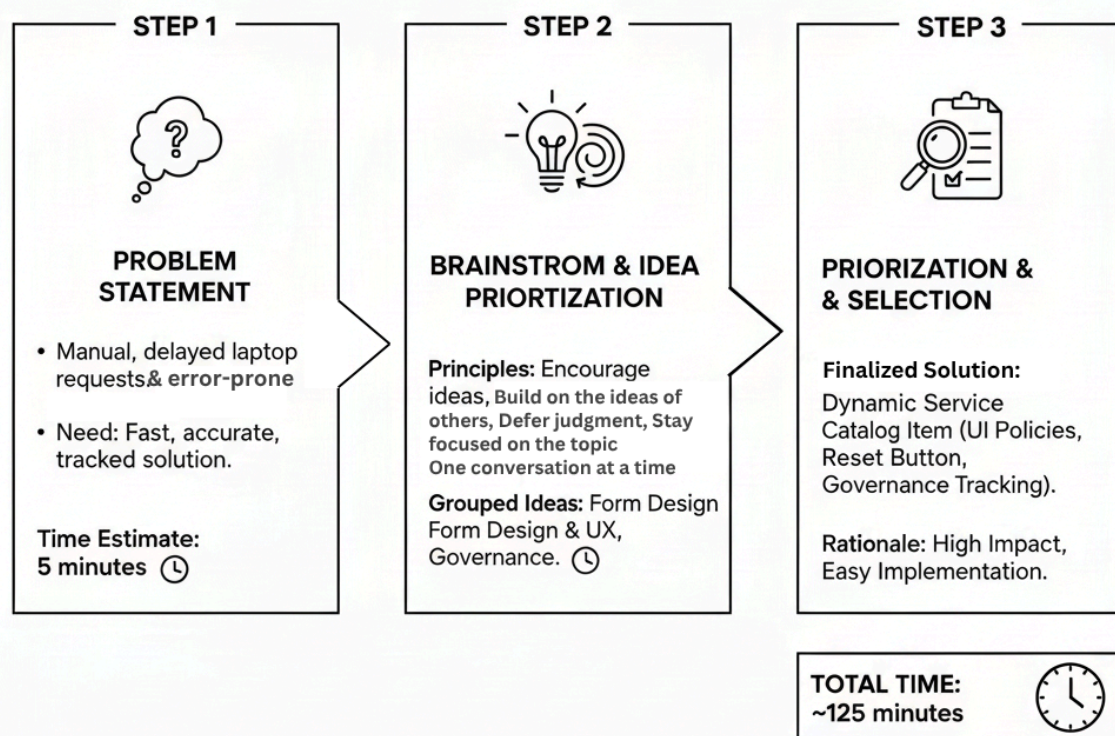


Figure 1: Final Solution Blueprint

Step 1: Team Gathering and Problem Statement:

This concept development session was executed as an **individual, structured brainstorming exercise** to ensure a comprehensive exploration of potential solutions and the selection of the most efficient approach.

Time Estimate: 10 minutes to prepare, 60 minutes to run

Problem Statement:

- 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, I proposed creating a Service Catalog item that allows users to request laptops easily, with dynamic fields, clear instructions, and a reset option. All changes would be tracked for governance and deployment. **(Time Estimate: 5 minutes)**

Brainstorming Principles:

- Embrace unconventional suggestions.
- Suspend critical judgment during idea generation.
- Build upon and combine existing ideas.
- Maintain focus on the primary solution objective.
- One conversation at a time

Step 2: Brainstorming and Idea Grouping

#	Idea Summary
1.	Automate the Request: Switch from the manual paper/email process to a digital, automated workflow in ServiceNow.
2.	Create a Dedicated Catalog Form: Design a Service Catalog item with a clear, easy-to-use form for laptop requests.
3.	Define Key Request Variables: Add fields (variables) to the form for essential details like laptop type , priority and the business justification for the request.
4.	Make it Dynamic: Use UI policies to automatically show or hide fields depending on what the user selects, making the form smarter.
5.	Add a Reset Button: Include a Reset button using a UI action so users can easily clear the form and start over.
6.	Control Changes (Governance): Use update sets to track every change made, ensuring a reliable and managed deployment.

7.	Ensure Security: Limit form access to only authorized employees based on their system roles.
8.	Plan for the Future: Map out next steps, such as adding an automated manager approval process .
9.	Provide Help: Embed tooltips and instructions directly on the form to guide users while they fill it out.

Thematic Groupings:

❖ User Interface & Experience (UI/UX) Design:

- Structured form creation.
- Implementation of dynamic behavior via UI Policies.
- Adding a Reset button via UI Action for better flow.
- Integrating in-line guidance (tooltips/instructions).

❖ Governance

- **“Version Control via Update Sets”:** A local Update Set named 'Laptop Request' was created and activated to capture all configuration changes (catalog item, variables, policies, actions). This update set was then exported as XML, imported, previewed, and committed on the target instance to guarantee safe, traceable deployment.

(Time Estimate: 30 minutes)

Step 3: Idea Prioritization

Idea	Importance	Feasibility	Notes
Dynamic Catalog Item (UI Policies & Reset)	High	High	Final solution implemented
Multi-Stage Approval Workflow & Notifications	High	Medium	Planned for future
Unified experience across platforms	Low	Low	Out of scope

Finalized Solution:

- The chosen implementation is the creation of a **dynamic Service Catalog item in ServiceNow** specifically for laptop requests. This solution incorporates **Catalog UI Policies** for responsive field behavior, a **UI Action** to provide a form reset feature, and strict governance through **Update Set tracking**. This idea was prioritized due to its direct and significant positive impact on the user experience, its high feasibility for immediate deployment, and its perfect alignment with the defined organizational need. (Time Estimate: 20 minutes)