Phase 1: Ideation Phase

Project Title: Laptop Request Catalogue Item in ServiceNow

Organization: SmartInternz – ServiceNow University

1. Introduction to Ideation Phase

The Ideation Phase is the foundation of any successful project. It involves discovering the problem, understanding user needs, generating possible solutions, and choosing the most efficient one to solve the problem effectively. In this phase, creativity meets practicality — it's where a raw concept begins to take shape into a structured idea.

For this project, the idea revolves around automating a common IT service management task — laptop requests. In most organizations, employees or students often require laptops for work or study purposes. Traditionally, these requests are made through email or physical forms, leading to delays, miscommunication, and lack of transparency. The goal of this project is to use ServiceNow to create a catalogue item that simplifies and automates the entire laptop request process.

2. Problem Identification

In many institutions and organizations, requesting a laptop can be a lengthy and inefficient process. Employees or students often send an email or fill out a manual form, which must then be approved by a manager or IT administrator. There are several issues with this approach:

Lack of transparency: Users cannot track the status of their requests.

Manual errors: Paper or email-based systems can lead to mistakes or lost requests.

Time-consuming approvals: Managers must manually approve requests, which may get delayed.

No centralized record: IT departments struggle to maintain accurate inventory and request records.

Identifying these challenges was the first step toward developing a better system — one that leverages automation to make the process more efficient, reliable, and trackable.

3. Idea Generation

After understanding the problem, several potential solutions were considered:

1. Develop a custom website or app for handling laptop requests.

2. Use existing IT Service Management (ITSM) tools like ServiceNow to automate requests.

3. Integrate with email automation tools for approvals and updates.

Among these options, the ServiceNow platform stood out as the most practical and effective because it already includes modules for service catalog management, workflows, and

approvals. This means that most of the infrastructure is ready — the focus can be on designing the Laptop Request Catalogue Item and customizing the workflow to fit the institution's needs.

4. Project Concept

The main idea of the project is to create a "Laptop Request Catalogue Item" inside ServiceNow's Service Catalog. This catalogue item will allow users (employees or students) to submit requests for laptops by filling out a form with essential details such as:

Type of laptop needed (standard or high-performance)

Justification for request

Delivery location

Preferred delivery date

Manager name for approval

Once the form is submitted, a workflow will automatically trigger, sending the request for manager approval. After approval, the IT team will process the request, assign a laptop, and mark the request as fulfilled.

This digital workflow reduces manual effort, improves accuracy, and ensures quick service delivery.

5. Objectives of the Ideation Phase

The ideation phase aims to:

Clearly define the problem statement and solution scope.

Identify all stakeholders involved in the process.

Determine the expected outcomes of the project.

Ensure the idea aligns with ServiceNow's ITSM capabilities.

Project Objective:

To design and develop a Laptop Request Catalogue Item that enables automated request submission, approval, and fulfillment using ServiceNow's Service Catalog and Flow Designer modules.

6. Stakeholders in the Project

Role	Responsibility
Requester (Employee/Student)	Initiates the laptop request using the catalogue item.
Approver (Manager)	Reviews and approves or rejects the request.
IT Support Team	Fulfills the approved laptop request and updates the status.
System Administrator	Configures the catalogue item, workflow, and user permissions.

Each stakeholder has a key role to play in ensuring smooth request flow from submission to completion.

7. Expected Benefits

1. Improved Efficiency: Reduces manual effort in request handling.

2. Faster Approvals: Automated workflow ensures quick processing.

3. Transparency: Users can track request status anytime.

4. Better Record-Keeping: All requests are stored digitally for audit and reporting.

5. Enhanced User Experience: A simple and intuitive ServiceNow form.

8. Tools and Technologies Used

Platform: ServiceNow (Service Catalog, Flow Designer, Notifications)

Modules: Service Catalog Management, Approval Engine, Task Management

Users: End Users, Managers, IT Support, System Admin

Testing Environment: ServiceNow Developer Instance

9. Conclusion of Ideation Phase

The Ideation Phase laid the foundation for the Laptop Request Catalogue Item Project. Through systematic problem identification, brainstorming, and analysis, the concept evolved into a well-defined plan that aims to automate laptop requests effectively.

This phase not only clarified what the project will achieve but also why it is necessary — to make IT service delivery smarter, faster, and user-friendly. The idea now moves into the Project Planning Phase, where concrete steps will be outlined to bring this concept to life.