

Ideation Phase

Brainstorm & Idea Prioritization

Date	07 November 2025
Team ID	NM2025TMID04231
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

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

Objective:

To form a collaborative team, assign roles, and identify a real-world problem that can be effectively solved using the ServiceNow platform.

Team Member	Role	Responsibilities
Arockia jenith C	Team Lead	Coordinate tasks, oversee project progress
Mathos S	Developer	Configure Catalog Item, script client-side logic
Mohamed siddiq A	Tester	Perform testing, validation, and troubleshooting
Gokul M	Documenter	Maintain project documentation and prepare presentation

Collaboration Process:

- The team conducted brainstorming sessions to identify pain points in IT Service Management (ITSM) processes within organizations.
- Multiple ideas were proposed, including *access requests*, *software installation requests*, and *hardware procurement processes*.

- After discussion, the team decided to focus on automating the Laptop Request process — a common and time-consuming task in many organizations.
- Microsoft Teams / Google Meet for meetings.
- Shared Google Docs / ServiceNow Developer Instances for real-time configuration and documentation.
- Regular check-ins to track progress and discuss challenges.

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 issue, a Service Catalog Item needs to be created in ServiceNow that allows users to:

- Easily request a laptop with pre-defined options.
- Experience a dynamic, user-friendly form with guided input fields.
- Reset or clear form inputs if needed.
- Ensure that all updates are tracked for governance and deployment.

Step 2: Brainstorm, Idea Listing, and Grouping

Process:

The team held a brainstorming session using Google Meet and shared documents to list potential ideas and discuss feasibility within ServiceNow.

Ideas Generated:

1. Software Installation Request
2. Laptop Request Item
3. ID Card Replacement
4. Access Request Portal
5. Asset Return Form

Grouping:

- **Hardware / Asset Management:** Laptop Request, Asset Return
- **Access Management:** Access Request Portal
- **Employee Services:** ID Card Replacement, Software Installation

Final Selection:

After evaluating based on feasibility, complexity, and real-world impact, the team selected Laptop Request Catalog Item as the final project idea.

Outcome:

- Ideas brainstormed and grouped.
- Feasibility and relevance analyzed.
- Final idea approved for implementation.

Step 3: Idea Prioritization

The team reviewed all brainstormed ideas based on feasibility, impact, and complexity to decide which project to pursue.

Idea	Feasibility	Impact	Priority
Laptop Request Item	High	High	1
Software Installation Request	Medium	Medium	2
ID Card Replacement	High	Low	3
Access Request Portal	Medium	High	4
Asset Return Form	Medium	Medium	5

Outcome:

The team selected the Laptop Request Catalog Item as the top priority due to its real-world relevance and strong learning opportunity in ServiceNow.

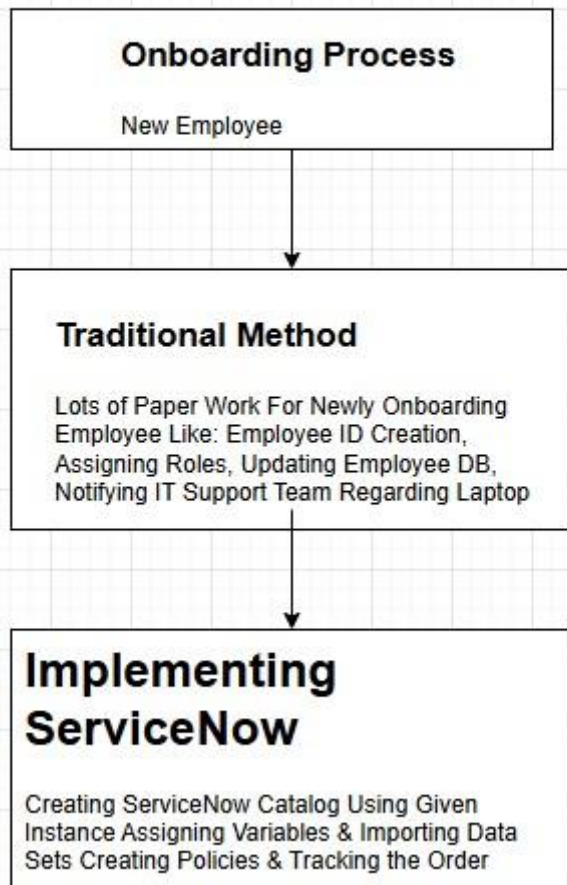
Ideation Phase
Define the Problem Statements

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Maximum Marks	2 Marks

Customer 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, a Service Catalog item needs to be created, allowing users to easily request a laptop, with dynamic fields, clear instructions, and additional functionality like resetting the form if needed. The solution should also ensure all changes are tracked for governance and deployment.

Problem Statement Visual Aid



Ideation Phase

Empathize & Discover

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Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks







Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

LAPTOP REQUEST CATALOG ITEM

 1. WHAT THE USER HEARS <ul style="list-style-type: none">• You have to email IT for a laptop request.• It usually takes days before they respond.• Sometimes they reject it because the form isn't filled correctly.• You must manually follow up to know the status.• Other departments already have a smoother process.	 2. WHAT THE USER SEES <ul style="list-style-type: none">• A long, static, and confusing manual request form.• Lack of dynamic fields or clear instructions.• Uncertainty about request progress or approval.• Inconsistent response times from IT.• Peers frustrated with the same process.
 3. WHAT THE USER SAYS & DOES <ul style="list-style-type: none">• Why can't we just have an online form for this?• I don't know which laptop model to choose.• I already filled this form, why do they need it again?• Frequently emails or calls IT for status updates.• Tries to copy old request formats to avoid mistakes.	 4. WHAT THE USER THINKS & FEELS <ul style="list-style-type: none">• Frustrated by manual steps and delays.• Uncertain whether the request reached the IT team.• Impatient because laptop approval delays affect work readiness.• Worried about missing details causing rejections.
 5. PAINS <ul style="list-style-type: none">• Manual, time-consuming process.• No form validation → incomplete or inaccurate requests.• No visibility into request status.• Repetitive work and confusion over required details.• Poor communication between requester and IT.	 6. GAINS <ul style="list-style-type: none">• A dynamic, guided form that adjusts based on user input.• Automatic tracking and approval workflow.• Reset option to clear and refill the form easily.• Notifications and transparency at every stage.• Audit trail for governance and deployment compliance.