

Ideation Phase

Brainstorm & Idea Prioritization Template

Date: 1 November 2025

Team ID: NM2025TMID04287

Project Name: Laptop Request Catalog Item

Step 1: Team Gathering, Collaboration and Problem Definition

During the brainstorming session, the team gathered to identify and discuss the challenges faced by employees in requesting laptops. The discussion focused on understanding the pain points in the existing manual process, such as delays in approval, lack of dynamic guidance, missing request tracking, and inconsistent data collection.

The goal of this step was to ensure that all team members had a shared understanding of the problem statement and to define the scope of improvement clearly. The collaboration encouraged ideas around automation, user experience enhancement, and workflow optimization.

Fig 1: Team collaboration and idea gathering session.

Step 2: Brainstorm, Idea Listing and Grouping

In this stage, the team encouraged open idea sharing to improve the laptop request process in ServiceNow. Each idea was captured and categorized for better analysis.

- **Brainstorm:** All members contributed ideas freely, focusing on creativity and practicality.
- **Idea Listing:** Suggestions included implementing dynamic form fields, automated approval workflows, email notifications, a reset button, and SLA-based request handling.
- **Grouping:** Ideas were grouped into categories — User Interface Enhancements, Workflow Automation, and Data Governance.
- **Action Planning:** Selected ideas were assigned to specific team members for prototype development and workflow testing.

Fig 2: Representation of brainstorming and idea grouping.

Step 3: Idea Prioritization

After grouping, the team evaluated each idea based on impact and feasibility. The most effective and achievable ideas were prioritized to ensure successful implementation of the

project.

Idea	Description	Impact	Feasibility	Priority
Dynamic Form Fields	Show/hide fields automatically based on user input.	High	High	
Approval Workflow	Automatically route requests to managers.	High	High	
Email Notifications	Notify users on request submission and approval.	Medium	High	
Reset Button	Allow users to clear all form inputs easily.	Medium	High	
SLA Definition	Set timelines for approvals and fulfillment.	Medium	Medium	

Fig 3: Prioritization matrix showing the evaluation of ideas.

Idea prioritization helped the team focus on impactful and feasible solutions. The chosen ideas — dynamic catalog forms, automated approvals, notifications, and SLA tracking — form the foundation for a seamless ServiceNow laptop request experience.

Reference:

<https://www.mural.co/templates/brainstorm-and-idea-prioritization>