Ideation Phase

Brainstorm & Idea Prioritization Template

Date	04-11-2025
Team ID	NM2025TMID06505
Project Name	Laptop Request Catalog Item
Maximum Marks	100 Marks

Brainstorm & Idea Prioritization :

The brainstorming and idea prioritization process for a laptop request catalog item should focus on maximizing user experience and IT efficiency. A structured approach using brainstorming techniques and an idea prioritization framework can help identify and rank improvements effectively.

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

Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕐 **10 minutes** to prepare
⏳ **1 hour** to collaborate
👤 **2-8 people** recommended

Define your problem statement

A problem statement for a laptop request catalog item defines the inefficiencies and risks associated with the existing, often manual, process for employees to acquire a new or replacement laptop. The goal is to articulate the need for a standardized, automated solution that benefits both the employee and the IT department.

⏱ **5 minutes**

PROBLEM

"How can we create a laptop request catalog item that is efficient for employees and IT, and aligns with company budget and hardware standards?"

Key rules of brainstorming

To run an smooth and productive session

Share context in advance   Invite a diverse group

Encourage wild ideas   Listen to others

Stay focused on the topic   Dot voting

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

A robust catalog item for a laptop request needs to go beyond a simple form. It should consider the entire end-to-end process, from the user's initial need to the final deployment and asset tracking.

⏱ 10 minutes

idea1

User interface (UI) and user experience (UX)

Design an easy-to-use interface that guides employees through the process, similar to an online shopping experience

idea2

Workflow and automation

Automatically route the request to the employee's direct manager for approval.

idea3

Requester Information

Pre-populate fields for employee name, email, department, and manager to ensure all necessary information is captured from the start

idea4

Additional hardware accessories

Second monitor Docking station
Wireless keyboard and mouse

idea5

User satisfaction

Include a short, optional survey for requesters to provide feedback on the process, which can be used for continuous improvement

Step-3: Idea Prioritization

Prioritize

To prioritize a laptop request catalog item, create variables for impact and urgency that the user selects, which are then used to automatically determine the priority.

⏱ 20 minutes