

## 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

The screenshot shows a digital brainstorming tool interface. At the top, there's a toolbar with icons for erasing, deleting, and a pencil. Below the toolbar, the title "Brainstorm" is followed by a description: "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." A timer shows "10 minutes". A tip box states: "TIP You can select a sticky note and hit the pencil (switch to drawing) icon to start drawing".

Five ideas are listed in boxes:

- 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

At the bottom right, there are icons for a hand and a pointing finger.

### 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

#### TIP

Participants can use their cursor to point at where they want a mark on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.

#### Impact

The effect of the request on the individual, department, or business.

#### Urgency

The time sensitivity of the request

