

**Ideation Phase**  
**Define the Problem Statements**

Date	1 NOVEMBER 2025
Team ID	NM2025TMID01871
Project Name	Laptop Request Catalog Item
Maximum Marks	2 Marks

**Customer Problem Statement:**

**Who is the customer?**

The primary customers are **employees** and **IT administrators** within an organization who require a smooth and automated process for requesting, approving, and issuing laptops through the ServiceNow platform.

**What is the problem?**

Employees and IT departments often face challenges such as:

- Manual or email-based laptop request processes that cause delays.
- Lack of centralized tracking for request status and approval stages.
- Inconsistent data entry and communication gaps between employees, managers, and IT support.
- Difficulty maintaining inventory visibility and delivery timelines.

**Why is this problem important to solve?**

Without a structured catalog item process:

- Employees face frustration due to unclear approval timelines and lack of transparency.
- IT teams struggle with tracking inventory and managing multiple requests efficiently.
- Manual processing increases the risk of errors and delays.
- The organization experiences reduced productivity due to equipment provisioning delays.

**How does the customer currently address this problem?**

Most organizations rely on:

- Email or paper-based request systems.
- Spreadsheets for tracking laptop inventory.
- Manual approval workflows that are not integrated with ITSM systems.

These methods are inefficient, time-consuming, and prone to communication breakdowns.



## What is the desired outcome?

A **ServiceNow-based Laptop Request Catalog Item** that:

- Allows employees to easily submit laptop requests through a self-service portal.
- Routes approvals automatically based on role or department.
- Integrates with the CMDB or asset management system for inventory tracking.
- Provides status updates and notifications at every stage of the process.
- Reduces manual work and ensures faster laptop provisioning.

### Empathy and Customer Viewpoint

By focusing on user convenience and automation, this solution empowers employees with a transparent request process, helps IT teams efficiently manage hardware inventory, and ensures faster onboarding and equipment delivery — ultimately improving organizational productivity.

## Laptop Request Catalog Item



### DEFINE PROBLEM STATEMENTS

<b>I am</b>	An employee in an organization looking to request a new laptop or upgrade an existing one.
<b>I'm trying</b>	Submit a request for a laptop model that meets my business requirements and track its approval and fulfillment.
<b>but</b>	Manual request processes are slow and hard to track, causing frustration and delay in getting the new laptop.
<b>because</b>	There is no central catalog for hardware requests with automated workflows and approval routing.
<b>which make me feel</b>	Frustrated and demotivated due to the difficulty in requesting and receiving a work laptop on time.

Frustrated and demotivated due to the difficulty in requesting and receiving a work laptop on time.



<b>Customer Type</b>	<b>Needs / Expectations</b>	<b>Pain Points</b>	<b>Emotions / Impact</b>	<b>Proposed Solution through ServiceNow</b>
<b>Employee (Requester)</b>	Wants a quick, simple way to request a laptop online	Confused about approval status and delivery time	Feels uncertain and frustrated	A self-service laptop request form with status tracking and email notifications
<b>Manager / Approver</b>	Needs visibility to approve or reject requests efficiently	Manual approvals cause delays	Feels burdened with repetitive tasks	Automated approval workflows with one-click approval links
<b>IT Support Staff</b>	Wants to track assigned requests and update delivery	Missed or duplicated requests due to manual tracking	Feels overwhelmed by miscommunication	Incident and task assignments automated via ServiceNow workflow
<b>Asset Manager</b>	Needs accurate laptop inventory and assignment data	Difficulty maintaining real-time stock visibility	Feels anxious about mismatched records	Integration with CMDB for live inventory and asset tracking
<b>System Administrator</b>	Wants a controlled and auditable request process	Lack of central logs or reports	Feels responsible for system inefficiencies	Reports and dashboards showing request trends and SLA compliance