

Ideation Phase

Brainstorm & Idea Prioritization

Date	07 November 2025
Team ID	NM2025TMID04922
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
Mohamed Ismail H	Team Lead	Coordinate tasks, oversee project progress
Rex Samuel S	Developer	Configure Catalog Item, script client-side logic
Sameer Ahamed M	Tester	Perform testing, validation, and troubleshooting
Vetri Sevan K	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.