

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	02 NOVEMBER 2025
Team ID	NM2025TMID05464
Project Name	Laptop Request Catalog Item
Maximum Mark	4 Marks

Laptop Request Catalog Item Template :

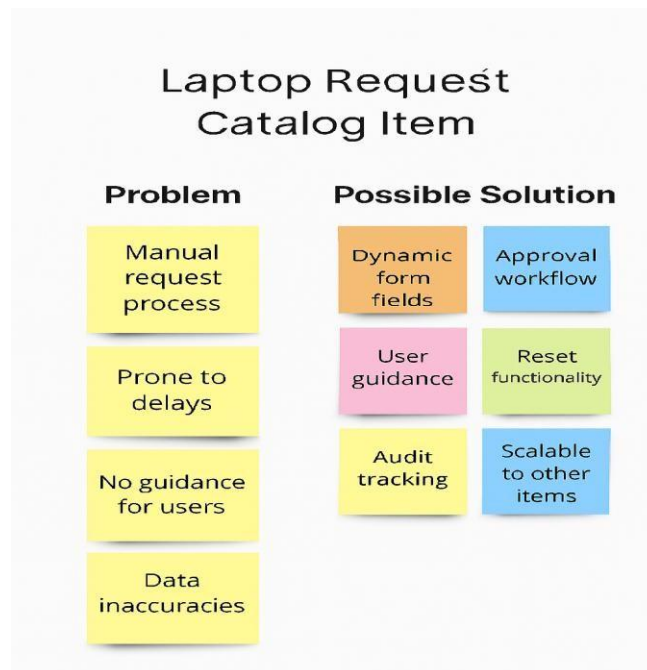
This guided project illustrates the process of building a Service Catalog Item in ServiceNow that enables employees to efficiently request laptops for official use. The main objective is to streamline the laptop request procedure, making it quicker, more accurate, and largely automated.

The project focuses on creating a dynamic and user-friendly request form, utilizing UI Policies to manage field visibility and UI Actions to add features such as form reset and submission. These enhancements ensure that employees see only the relevant fields, simplifying form completion and reducing errors.

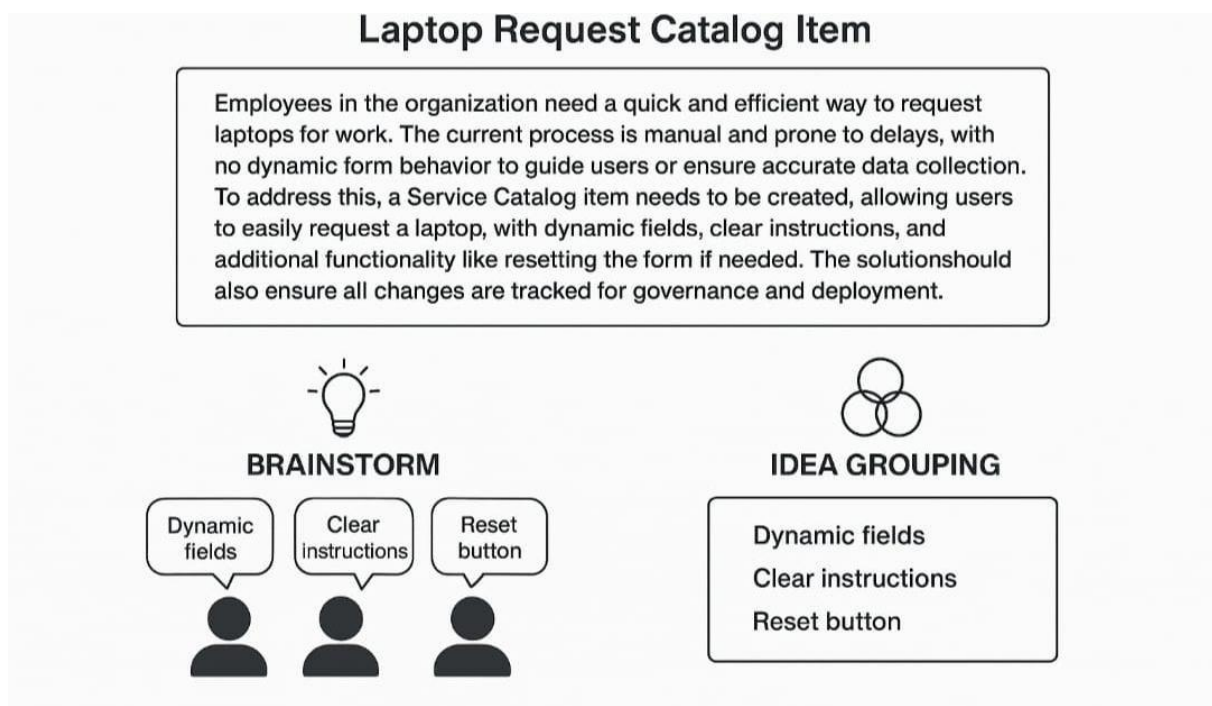
The workflow also integrates a structured approval process, where each request is reviewed by the employee's Manager and the IT Department. Once approved, the request is automatically recorded and tracked, supporting inventory management and organizational compliance. Overall, the project highlights the importance of improving user experience, operational efficiency, and data accuracy through automation and intelligent form design.

Step1:Team Collaboration and Problem Identification

The team began by working together to pinpoint a recurring challenge within the organization: employees often encountered delays and miscommunication when requesting laptops. Through discussions, the team finalized the problem statement - to design a Service Catalog Item that simplifies and automates the laptop request process using ServiceNow's low-code tools.



Step 2: Brainstorm, Idea Listing, and Grouping



Brainstorm:

Each team member contributed ideas to enhance the laptop request process. The main proposals included developing an automated request form, incorporating reset and submit buttons, enabling dynamic field visibility, and implementing a structured approval workflow.

Idea Listing:

All suggestions were recorded, ranging from offering accessory options (such as a mouse or docking station) to integrating automated email notifications for approval updates and delivery confirmations.

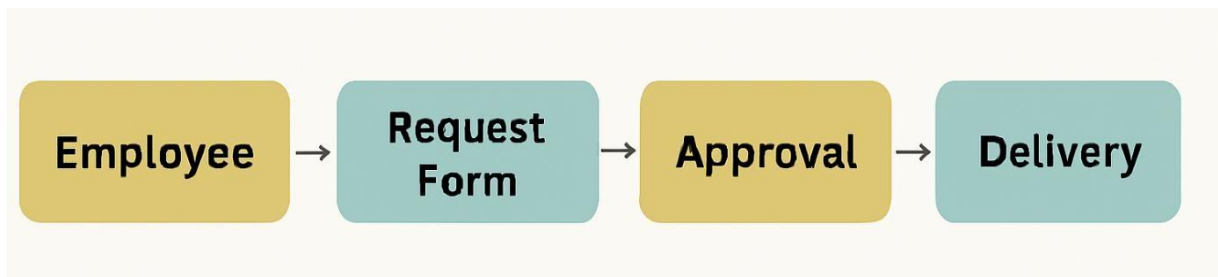
Grouping of Ideas:

Similar ideas were organized into categories like Form Design, Automation, and Approval Workflow. This categorization helped the team determine which features could be implemented immediately and which required further analysis or testing.

Action Planning:

- **Form Design:** Add fields for employee details, laptop model/type, and request purpose.
- **Automation:** Use UI Policies to dynamically control field visibility and behavior.
- **Workflow:** Set up routing for approval by the manager and IT administrator.

Step 3: Idea Prioritization



Idea Prioritization:

Idea prioritization helped the team break down the project into manageable and logical steps. The main focus was on **building a functional Service Catalog Item** that supports form customization and approval routing.

By prioritizing ideas, the team decided to:

1. First, create the **Laptop Request Form**.
2. Next, add **UI Policies** to show/hide fields dynamically.
3. Then, implement **UI Actions** for submit and reset functionality.
4. Finally, integrate the **approval workflow** and automate notifications.

This prioritization ensures clarity in execution, reduces confusion, and aligns with the project's objective of enhancing service efficiency.

Using visual diagrams and workflow charts, the team was able to communicate the plan effectively and maintain a clear roadmap for development.

Overall, this phase provided a structured direction for creating an efficient, user-friendly, and automated **Laptop Request Catalog Item** that improves the employee IT service experience.