

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	01.11.2025
Team ID	NM2025TMID07569
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Laptop Request Catalog Item Template

This guided project demonstrates how to create and configure a **Laptop Request Catalog Item** within **ServiceNow**. The objective is to provide employees with a simple, dynamic, and automated way to request laptops required for official use.

The project begins by designing a Service Catalog item with various input variables such as **Laptop Model**, **Department**, **Justification**, and **Additional Accessories**. Catalog UI Policies and UI Actions are configured to create a dynamic and user-friendly form that responds based on user selections. For instance, when a user checks “Additional Accessories,” new fields become visible and mandatory.

The workflow ensures that all requests are routed for proper approval, tracked under an update set for governance, and exported for deployment to other instances. Testing scenarios validate that the catalog item behaves as expected—displaying dynamic fields, resetting the form when needed, and maintaining data accuracy.

This process helps IT administrators streamline hardware requests, reduce manual errors, and deliver a more efficient employee experience.

Step 1: Team Gathering, Collaboration, and Selection of Problem Statement

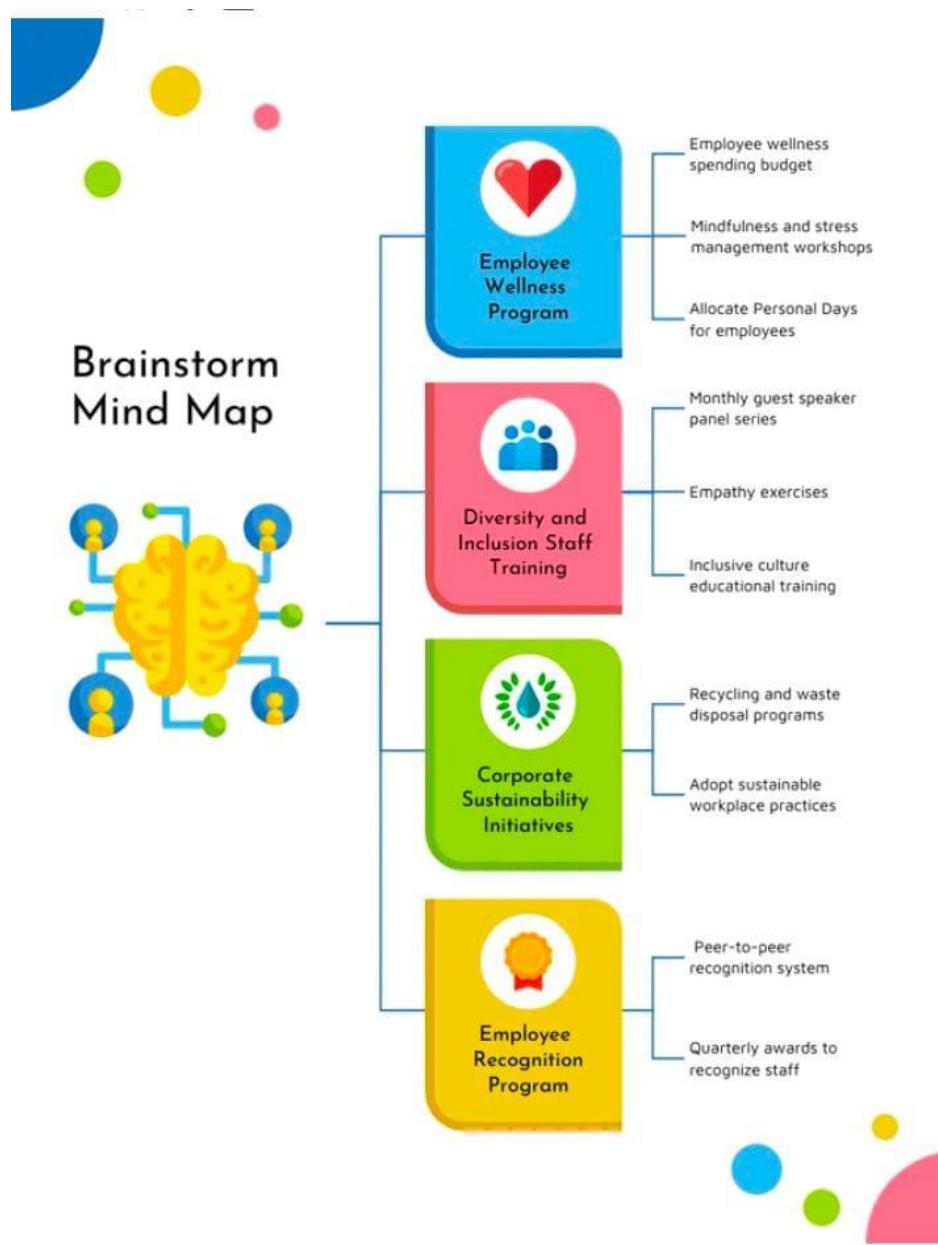
The team collaborated to identify pain points in organizational IT processes. After discussion and evaluation of several improvement ideas, the team selected “**Laptop Request Catalog Item**” as the project topic.

The problem chosen directly impacts employee productivity and IT service efficiency, as the traditional laptop request process was manual, time-consuming, and lacked form validation and automation.



Step 2: Brainstorm, Idea Listing, and Grouping

Fig 2: Image that describes the work done by teammates.



Brainstorm:

Team members shared ideas freely about improving the hardware request process in ServiceNow. Ideas focused on **automation**, **user experience**, and **data validation** to create a smarter catalog form.

Idea Listing:

All ideas were collected and documented to ensure no suggestions were missed. The major ideas included:

- Adding dynamic form fields based on user role
- Introducing a reset button for user convenience
- Automating approval workflows
- Exporting update sets for deployment in other instances
- Tracking changes for audit and governance

Grouping:

Similar ideas were grouped into categories for better clarity:

1. **User Interface Design** – Form layout and field behavior
2. **Workflow Automation** – Approvals and notifications
3. **Data Management** – Update sets and version control
4. **Testing & Validation** – Scenario-based testing

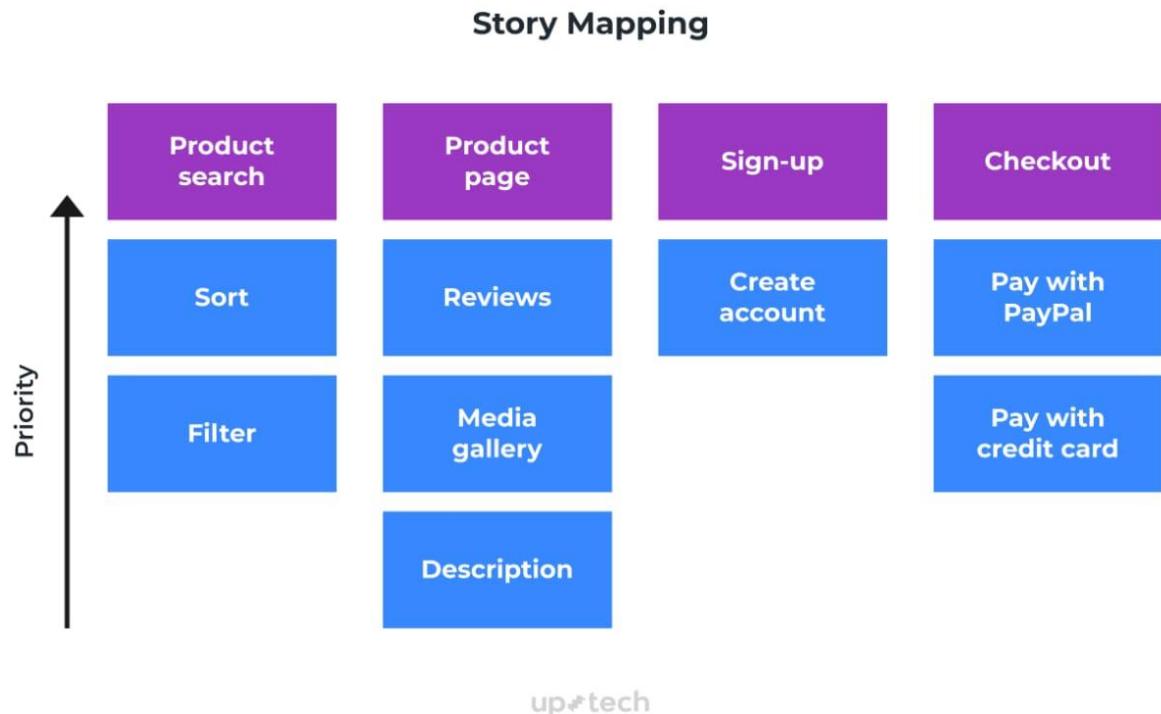
Action Planning:

Each idea was transformed into actionable tasks with designated responsibilities and timelines. For example:

- *Form Design:* Creation of catalog item and variables
- *Dynamic Behavior:* Catalog UI Policy configuration
- *Automation:* UI Action for reset functionality
- *Deployment:* Export and import of update set

Step 3: Idea Prioritization

Fig 3: Image showing steps to implement the Laptop Request Catalog Item.



Idea Prioritization:

Idea prioritization helped break down the overall ServiceNow configuration process into clear, structured steps. The main objective was to simplify and automate laptop requests while maintaining accuracy and governance.

By prioritizing key actions such as form design, UI policy creation, and update set tracking, the team ensured smooth workflow execution. The focus remained on delivering an efficient and intuitive catalog item that benefits both employees and IT staff.

This structured approach improved clarity, communication, and implementation speed. Visual aids such as workflow diagrams and screenshots were used to support understanding during execution and testing.

Overall, idea prioritization allowed the team to:

- Focus on essential functionalities first
- Manage time effectively
- Achieve high-quality results through collaborative effort

In conclusion, the **Laptop Request Catalog Item project** successfully combines automation, usability, and governance principles to enhance ServiceNow's Service Catalog experience.