

Ideation Phase

Brainstorm & Idea Prioritization

Date

Project Name

Automated Network Request Management in ServiceNow

College Name

Ideal Institute Of Technology

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Team Gathering

Team Composition:

- Project Manager
- ServiceNow Developer
- Workflow/Automation Specialist
- Network Administrator
- QA & Testing Lead

Kick-off Meeting:

An introductory session was held to discuss the importance of automating network service requests, reducing manual effort, and improving SLA compliance.

Collaboration

- **Icebreaker Activities:** Each member shared experiences with IT request handling challenges, highlighting inefficiencies in manual processes.
- **Goal Setting:** Define a shared goal:
👉 *"To design and implement an automated, transparent, and efficient solution in*

ServiceNow for managing network service requests."

- **Ground Rules:** Respect ideas, encourage equal participation, and ensure collaborative decision-making.

Problem Statement Selection

Initial Discussions:

- Requests handled manually → delays & errors.
- Lack of visibility for employees about request status.
- IT teams overloaded with repetitive tasks.
- SLA breaches due to inefficiency.

Brainstorming Problems:

- No centralized automation system for request approvals.
- Manual form entries leading to incomplete data.
- Lack of real-time communication with requesters.
- No integration with orchestration tools for auto-fulfillment.

Problem Framing:

👉 *"How might we build a reliable, automated, and scalable solution in ServiceNow to handle network service requests efficiently, while reducing manual effort and ensuring transparency for users?"*

Step 2: Brainstorming, Idea Listing, and Grouping

Objective

To generate a wide range of creative and practical ideas for improving the handling of network-related requests by automating workflows in ServiceNow.






Brainstorming Session

- Free-flow idea sharing without judgment.
- Focused on both user experience (front-end forms) and backend automation (Flow Designer).
- Ideas built collaboratively into structured solutions.

Raw Ideas Generated

- Self-service catalog item for network requests.
- Dynamic forms with conditional fields.
- Auto-populated user data via variable sets.
- Automated approval workflows based on sensitivity.
- Flow Designer actions (create record, send notifications, ask for approval).
- Real-time email & portal status notifications.
- Analytics dashboard for SLA & request tracking.
- Optional integration with orchestration tools for direct fulfillment.

Grouped Idea Themes

Category	Ideas Included
 Request Intake	Service catalog item, dynamic forms, variable sets
 Approvals	Automated approval workflows, role-based rules
 Workflow	Flow Designer: Create Record, Send Email, Ask for Approval, Update Record
 Communication	Real-time notifications, portal updates
 Analytics	SLA tracking, request volume reports, dashboards



Step 3: Idea Prioritization

Objective:

To evaluate and select the most impactful and feasible ideas for initial implementation.

Idea	Impact	Feasibility	Urgency	Priority
Service Catalog Item with Dynamic Forms	High	High	High	★ Top
Automated Approval Workflow	High	High	High	★ Top
Flow Designer: Notifications & Task Assignment	High	High	High	★ Top
Analytics Dashboard	Medium	High	Medium	✅ Consider
Orchestration Integration	High	Medium	Low	🕒 Later



Top Prioritized Ideas (To Take Forward)

- **Service Catalog with Dynamic Forms** – intuitive request submission.
 - **Automated Approvals** – based on role/sensitivity.
 - **Flow Designer Automation** – for notifications, record creation, and status updates.
-



Problem Statement – Final Version

Network service requests are currently handled through manual, inefficient processes, leading to delays, errors, and lack of transparency. Employees face uncertainty about request status, while IT teams are burdened with repetitive tasks.

This project aims to create an **automated, scalable, and transparent system in ServiceNow** to streamline request submission, approval, and fulfillment, ensuring faster resolutions, better user experience, and improved SLA compliance.

Empathy Mapping – Understanding Stakeholders

Objective:

To empathize with end-users, IT staff, and management involved in the request lifecycle and understand their pains, needs, and goals.

THINK & FEEL

- “Will my request get approved quickly?”
- “I don’t know who is handling my request.”
- “Why does it take so long for simple requests?”
- “Is the process transparent and reliable?”

SEE

- Sees delays in manual approvals.
- Notices lack of real-time updates.
- Observes repetitive work for IT staff.
- Sees SLA breaches and escalations.

HEAR

- “Your request is still pending.”
- “Please follow up with IT.”
- “We are waiting for approval.”
- Occasionally hears about lost/missed requests.

SAY & DO

- Asks for status updates repeatedly.
- Follows up with IT staff manually.
- Shares frustration with colleagues.
- Sometimes escalates delays to managers.

PAIN

- Delayed request fulfillment.
- No visibility into request progress.
- IT workload increases due to manual tasks.

GAIN

- Faster request resolution.
- Real-time notifications & transparency.
- Reduced manual burden on IT staff.
- Improved user satisfaction and SLA compliance.