

Ideation Phase
Brainstorm & Idea Prioritization
Template

Date	2 November 2025
Team ID	NM2025TMID06773
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Laptop Request Catalog Item:

This guided project demonstrates how to create a Laptop Request Catalog Item in ServiceNow to streamline the process of requesting laptops for employees. The project focuses on automating request handling, enhancing approval workflows, and improving visibility into asset management.

The workflow begins by designing a service catalog item where employees can fill out laptop request details such as specifications, quantity, and justification. A UI Policy is configured to dynamically control field visibility based on user input, ensuring only relevant fields appear. Additionally, UI Actions are introduced to simplify form interactions, such as submitting or resetting requests.

An Update Set is created to capture all configuration changes, which can then be exported and imported into another ServiceNow instance for testing and deployment. The project ensures a smooth, paperless, and trackable process for IT departments, reducing delays and manual interventions.

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

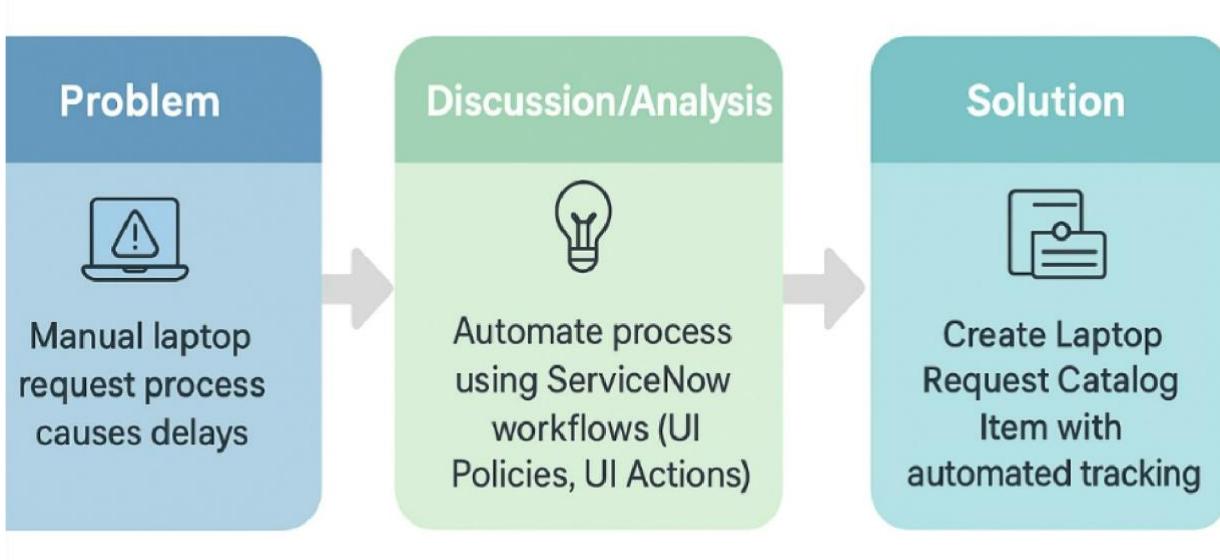


Fig. 1: Image that describes the work done by teammates.

Step-2: Brainstorm, Idea Listing and Grouping

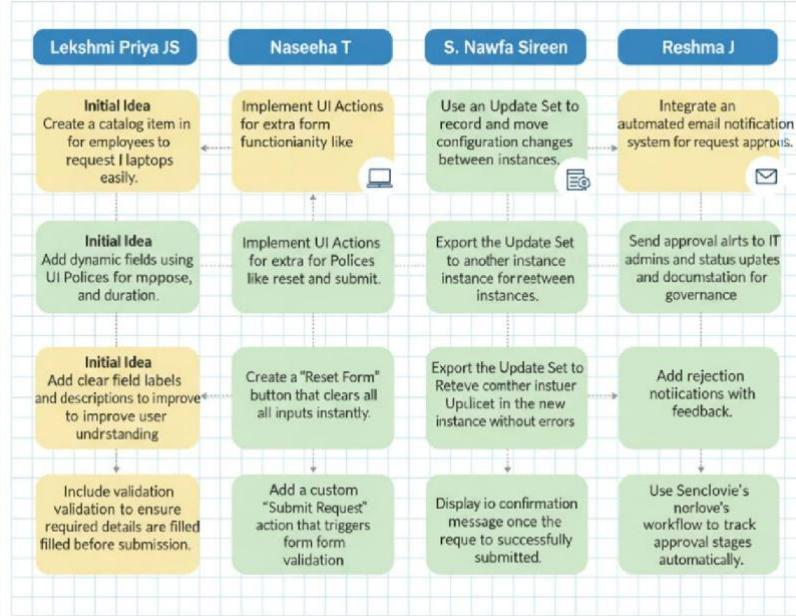


Fig. 2: Image that describes the work done by teammates.

Brainstorm:

Team members share ideas freely to explore solutions without judgment, encouraging creativity and participation.

Idea Listing:

All ideas from the session are written down to capture every suggestion and ensure no input is overlooked.

Grouping:

Similar ideas are organized into categories to identify patterns, highlight priorities, and simplify decision-making.

Action Planning:

Chosen ideas are turned into clear steps with assigned responsibilities and timelines.

Step-3: Idea Prioritization

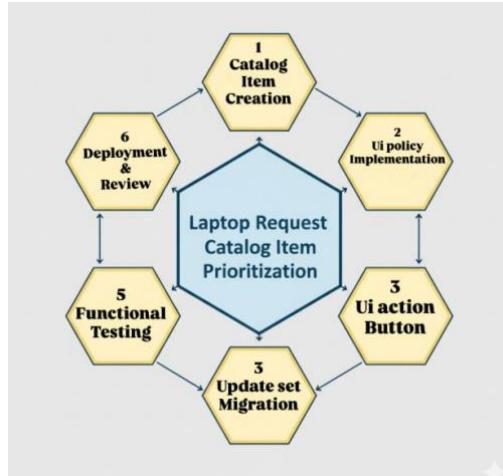


Fig. 3: Image of the Idea Prioritization Grid showing the placement of ideas based on importance and feasibility.

Idea Prioritization:

Idea prioritization helped in breaking down the overall project into focused implementation parts. The primary goal is to ensure that laptop requests can be made easily, tracked transparently, and fulfilled efficiently through automation.

The prioritization was guided by three key factors:

- Feasibility: The ServiceNow platform already supports catalog customization and workflow automation.
- Impact: The solution directly benefits employees and IT administrators by saving time and ensuring process consistency.
- Scalability: The same approach can be extended to other IT assets such as desktops, peripherals, or software requests.

By prioritizing these ideas, the team ensured that the most impactful components—Catalog Item creation, UI Policies, UI Actions, and Update Set migration—were addressed first. Overall, idea prioritization clarified the implementation path, ensured team alignment, and laid the groundwork for smooth project execution.