

Ideation Phase


Brainstorm & Idea Prioritization Template

Date	28\10\2025
Team ID	NM2025TMID07769
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:




A **Laptop Request Catalog Item** is a standardized digital form or entry in an organization's IT Service Catalog that allows employees to request a **new, replacement, or upgraded laptop**.

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




Brainstorm & idea prioritization

This laptop is perfect for team-based work, remote collaborations, and brainstorming sessions. With a fast processor, ample RAM, and a high-definition display, it's ideal for online meetings, video conferencing, and productivity tools.

 10 minutes to prepare
 1 hour to collaborate
 2-8 people recommended

Before you collaborate

Prepare your team for an effective brainstorming session. Here's what you need to do to get started

 10 minutes

A

Team gathering

Decide who will participate in the session and send them an invite. Be sure to share relevant information or pre-work to ensure they come prepared.

B

Set the goal

Focus on defining the specific problem you'll be tackling during the brainstorming session. This will help you stay on track and ensure the session's productivity.

C


Learn how to use the facilitation tools

Familiarize yourself with the tools you'll be using during the session. Understanding the features of facilitation tools will help run a smooth and engaging session.

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1 Define your problem statement

Frame the problem you are solving in a way that promotes creative thinking and idea generation.

 5 minutes


PROBLEM


How might we [your problem statement]?





Key rules of brainstorming


To run a smooth and productive session


 Stay in topic.

 Encourage wild ideas.

 Defer judgment.

 Listen to others.

 Go for volume.

 If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement (improving or creating a laptop request catalog item).

10 minutes

TIP You can select a sticky note and hit the pencil icon to start drawing!

Person 1

Person 2

Person 3

Person 4

Person 5

Person 6

Person 7

Person 8

3 Group ideas

Cluster similar ideas into themes with short labels

20 minutes

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize and categorize important ideas as you build your mural.

Model options, accessories, configuration types

Auto-fill user data, conditional fields, justification box

Approval routing, cost center integration, urgent option

Status tracking, SLA display, delivery time estimate

Notifications, FAQs, escalation contacts

Step-3: Idea Prioritization

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

After you collaborate

Now that you've brainstormed and grouped your ideas, use the insights to design and refine the **Laptop Request Catalog Item**. The goal is to make it simple, efficient, and user-friendly for employees while streamlining the approval and fulfillment process.

Quick add-ons

- Share the mural**
Share a view link with your ITSM, HR, and procurement stakeholders to review your laptop request ideas and provide input on approval workflows, form fields, and user experience.
- Export the mural**
Export your workshop outcomes as a PDF or PNG. Include it in your ServiceNow design documentation or presentation to align with your IT operations or digital workplace team.

Keep moving forward

- Strategy blueprint**
Use this to map out your catalog item's structure before building.
[Open the template →](#)
- Customer experience journey map**
Capture pain points, delays, or unclear steps to improve usability.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Highlight strengths (e.g., fast approvals), weaknesses (e.g., unclear status), opportunities (e.g., new features).
[Open the template →](#)