

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	28\10\2025
Team ID	<b>NM2025TMID07769</b>
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.

**Before you collaborate**

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

⌚ 10 minutes

**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.

**Preparation tips:**

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

## 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 [switch to sketch] 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 collaborate. You can also use these within 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 cursor to click on all other sticky notes should go on the grid. The facilitator can control the cursor by using the laser pointer holding the H key on the keyboard.

Importance  
If each of these tasks could get done with equal difficulty or cost, which have the most positive impact?

Feasibility  
Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

**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 teams 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**

- [Strengths, weaknesses, opportunities & threats](#)  
Use this map 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](#) →