# Service Catalog Setup – Implementation Tips

* Start with 10–20 high-value, commonly requested services.
* Use conversational titles like 'Need a Laptop?' to improve usability.
* Use tooltips or help text to guide users through form fields.
* Restrict sensitive items using group visibility rules.
* Ensure each service item has a documented owner for long-term updates.
* Test impersonation scenarios to confirm requesters see the right catalog layout.
* Track analytics after launch to prune low-use items and refine workflows.