# Service Catalog Planning Tips

• Limit the initial catalog to 25–30 items to avoid overcomplexity at launch.

• Use clear, non-technical labels for service items (e.g., 'Request Email Access').

• Group items logically under no more than 10 categories.

• Plan approval workflows based on item sensitivity (e.g., cost, access level).

• Standardize common fields like 'Location', 'Department', or 'Asset Type'.

• Design items to map directly to workflows and SLAs.

• Document who owns and maintains each catalog item.

• Include automation where possible, such as routing, task generation, or notifications.