

Date	31 OCTOBER 2025
Team ID	NM2025TMID00034
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Ideation Phase

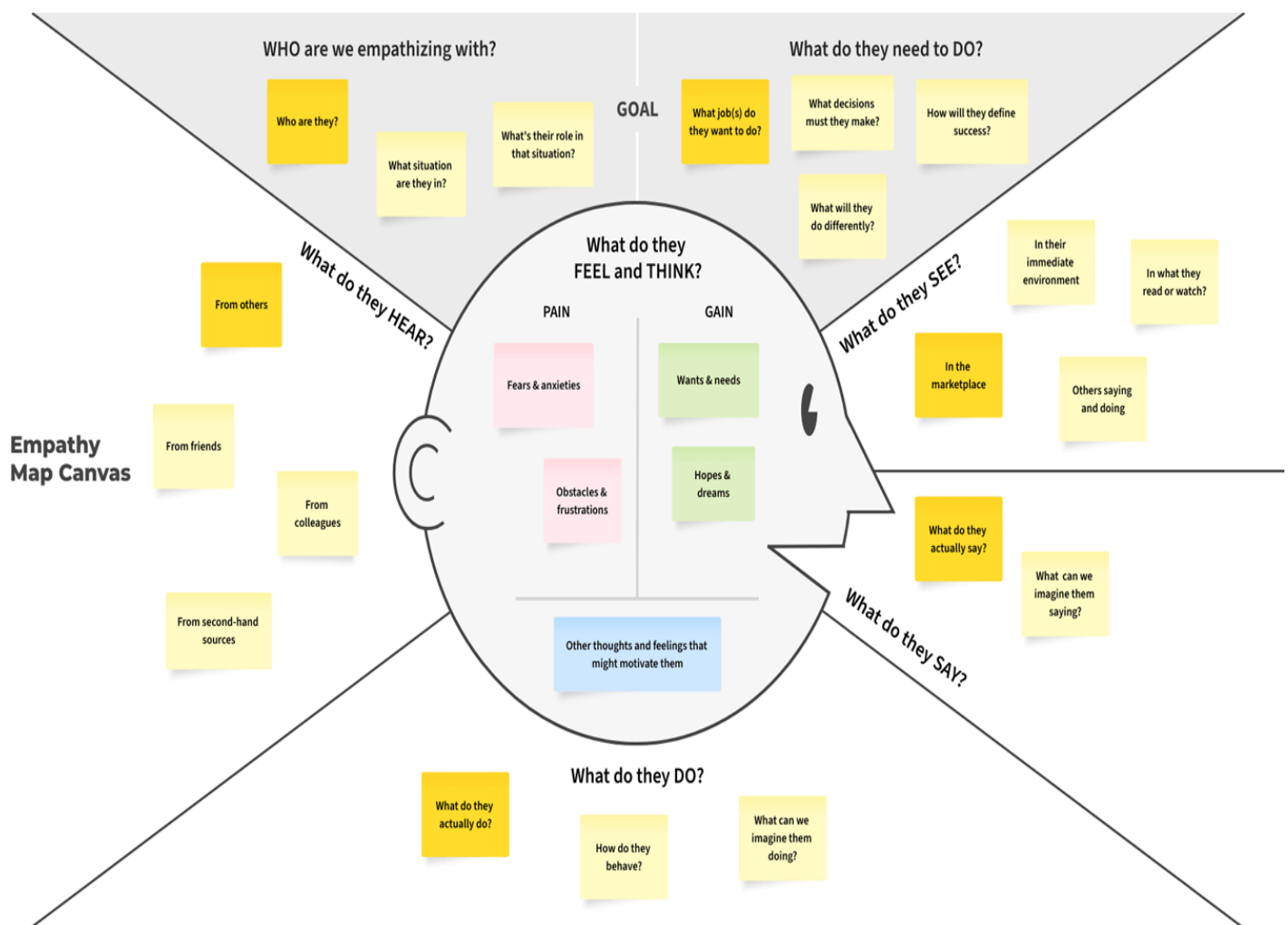
Empathize & Discover

Empathy Map Canvas: Employee (Requester)

In the Empathize & Discover phase, the team focuses on the experience of an **Employee** who needs a new or replacement laptop. By observing and interviewing employees, we uncover the frustrations caused by the existing manual process (email/chat requests). This issue causes delays, confusion, and extra administrative work for the employee and their manager. Gathering these insights helps the team understand the user's primary pain points: **lack of visibility** and **inconsistency**. These discoveries will directly inform the design of the **Laptop Request Catalog Item**, ensuring it is practical, transparent, and user-friendly.

	Think & Feel	Hear
Current Process	"I hope I sent this request to the right person."	"Did you check with Finance before requesting that model?" (From manager)
	"This is going to take weeks; I need the laptop to start working."	"Your request is still awaiting approval." (From IT, with no ETA)
	"Why isn't there a simple form for this?"	"Just send an email to the IT mailbox." (From a colleague)

	Think & Feel	Hear
	Frustrated and powerless over the process.	"We lost the email, can you send the request again?"
New Catalog Item	Relieved to see a clean, clear interface.	"Your laptop has been ordered and will be delivered by Tuesday."



EXAMPLES

Pains (Frustrations)	Gains (Needs/Desired Outcome)
Lack of Transparency: No way to check the request's status after submitting.	Instant Status Tracking: A real-time ticket number and status visibility.
Approval Delays: Requests sit in a manager's inbox for days, slowing procurement.	Automated Workflow: Fast routing for manager approval with clear notification.
Inconsistent Models: Users don't know what they're allowed to order, leading to rejected requests.	Standardized Offerings: Clear, defined options for approved Standard and Developer laptop models.
Manual Data Entry: IT has to manually create the asset record after the laptop is delivered.	Automatic Asset Creation: Integration with the CMDB to automatically track the new asset.

By deeply understanding the users through this empathy map, we designed a solution that prioritizes transparency, standardization, and automation, moving from a chaotic manual process to an efficient self-service catalog item.