


Ideation Phase

Empathize & Discover

Date	01 Nov 2025
Team ID	NM2025TMID01308
Project Name	LAPTOP REQUEST CATALOG ITEM
Maximum Marks	4 Marks


Empathy Map Canvas:

Template



Empathy map canvas

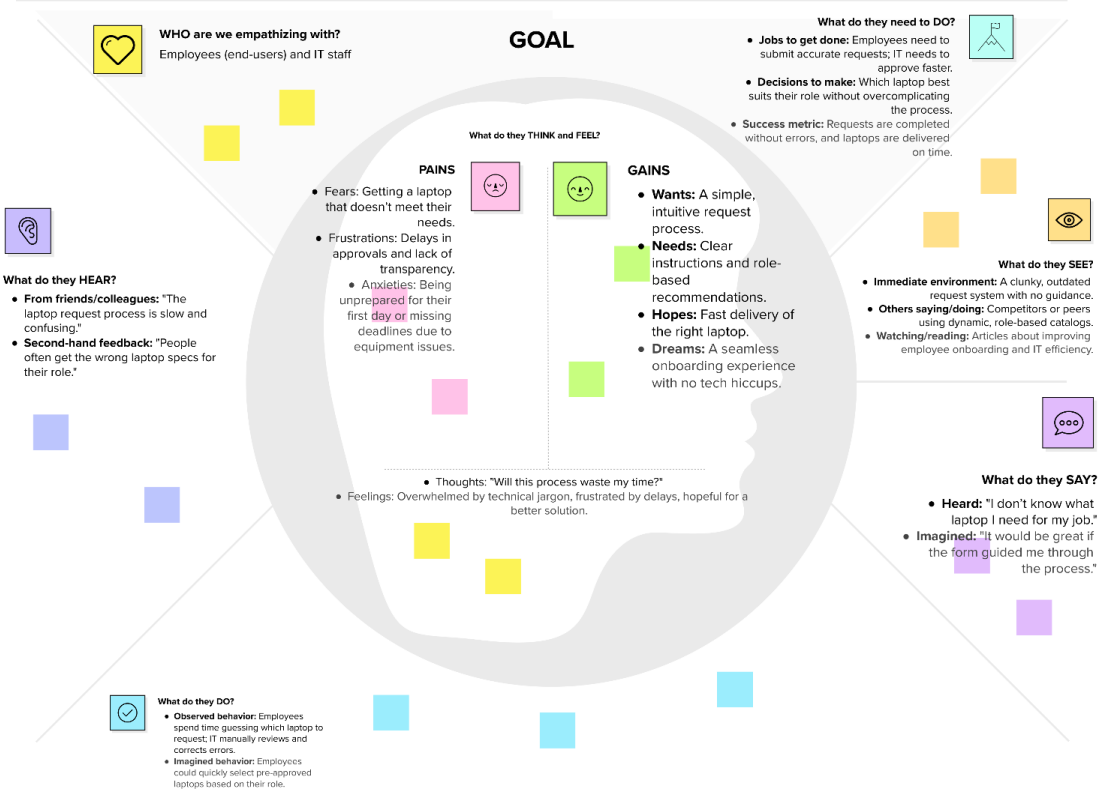
- Employees (end-users) and IT staff are the primary groups impacted.
- Employees struggle with unclear options and delays in receiving laptops.
- IT staff face inefficiencies due to manual processing and incomplete submissions. Observations show employees often guess which laptop to request, leading to mismatches, and IT spends extra time clarifying details. Both groups need a streamlined, intuitive process that reduces errors, speeds up approvals, and provides clear guidance based on roles.

Originally created by Dave Grey at 

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Develop shared understanding and empathy

Employees and IT staff are the primary groups impacted by the laptop request process. Employees struggle with unclear options and delays in receiving laptops, while IT staff face inefficiencies due to manual processing and incomplete submissions. Observations show employees often guess which laptop to request, leading to mismatches, and IT spends extra time clarifying details. Both groups need a streamlined, intuitive process that reduces errors, speeds up approvals, and provides clear guidance based on roles.



The diagram is a large circle representing a person's head, divided into sections for different types of information. The sections are: WHO are we empathizing with? (top left), GOAL (top right), What do they HEAR? (left), What do they THINK and FEEL? (center), What do they SEE? (right), What do they SAY? (bottom right), What do they DO? (bottom left), PAINS (bottom center-left), and GAINS (bottom center-right). Each section contains specific observations and needs related to the laptop request process.

WHO are we empathizing with?
Employees (end-users) and IT staff

GOAL

What do they HEAR?

- From friends/colleagues: "The laptop request process is slow and confusing."
- Second-hand feedback: "People often get the wrong laptop specs for their role."

What do they THINK and FEEL?

PAINS

- Fears: Getting a laptop that doesn't meet their needs.
- Frustrations: Delays in approvals and lack of transparency.
- Anxieties: Being unprepared for their first day or missing deadlines due to equipment issues.

GAINS

- Wants: A simple, intuitive request process.
- Needs: Clear instructions and role-based recommendations.
- Hopes: Fast delivery of the right laptop.
- Dreams: A seamless onboarding experience with no tech hiccups.

What do they SEE?

- Immediate environment: A clunky, outdated request system with no guidance.
- Others saying/doing: Competitors or peers using dynamic, role-based catalogs.
- Watching/reading: Articles about improving employee onboarding and IT efficiency.

What do they SAY?

- Heard: "I don't know what laptop I need for my job."
- Imagined: "It would be great if the form guided me through the process."

What do they DO?

- Observed behavior: Employees spend time guessing which laptop to request; IT manually reviews and corrects errors.
- Imagined behavior: Employees could quickly select pre-approved laptops based on their role.

Need some inspiration?
See a finished version of this template to understand your work.
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