Ideation Phase
Empathize & Discover

Team ID	NM2025TMID02656
Project Name	LAPTOP REQUEST CATALOG ITEM

Empathy Map Canvas:

Empathy map canvas

- Employees (end-users) and IT staff are the primary groups affected.
  - Employees struggle with unclear options and delays in receiving laptops.
  - IT staff face inefficiencies due to manual processes and incomplete requests.

Originally created by Dave Gray at

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.

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

GOAL

What do they need to DO?
- **Jobs to get done:** Employees need to submit accurate requests; IT needs to approve faster.
- **Decisions to make:** Which laptop best suits their role without overcomplicating the process.
- **Success metric:** Requests are completed without errors, and laptops are delivered on time.

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.

- Thoughts: "Will this process waste my time?"
- Feelings: Overwhelmed by technical jargon, frustrated by delays, hopeful for a better solution.

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 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- **Immediate environment:** A clunky, outdated request system with no guidance.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.

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