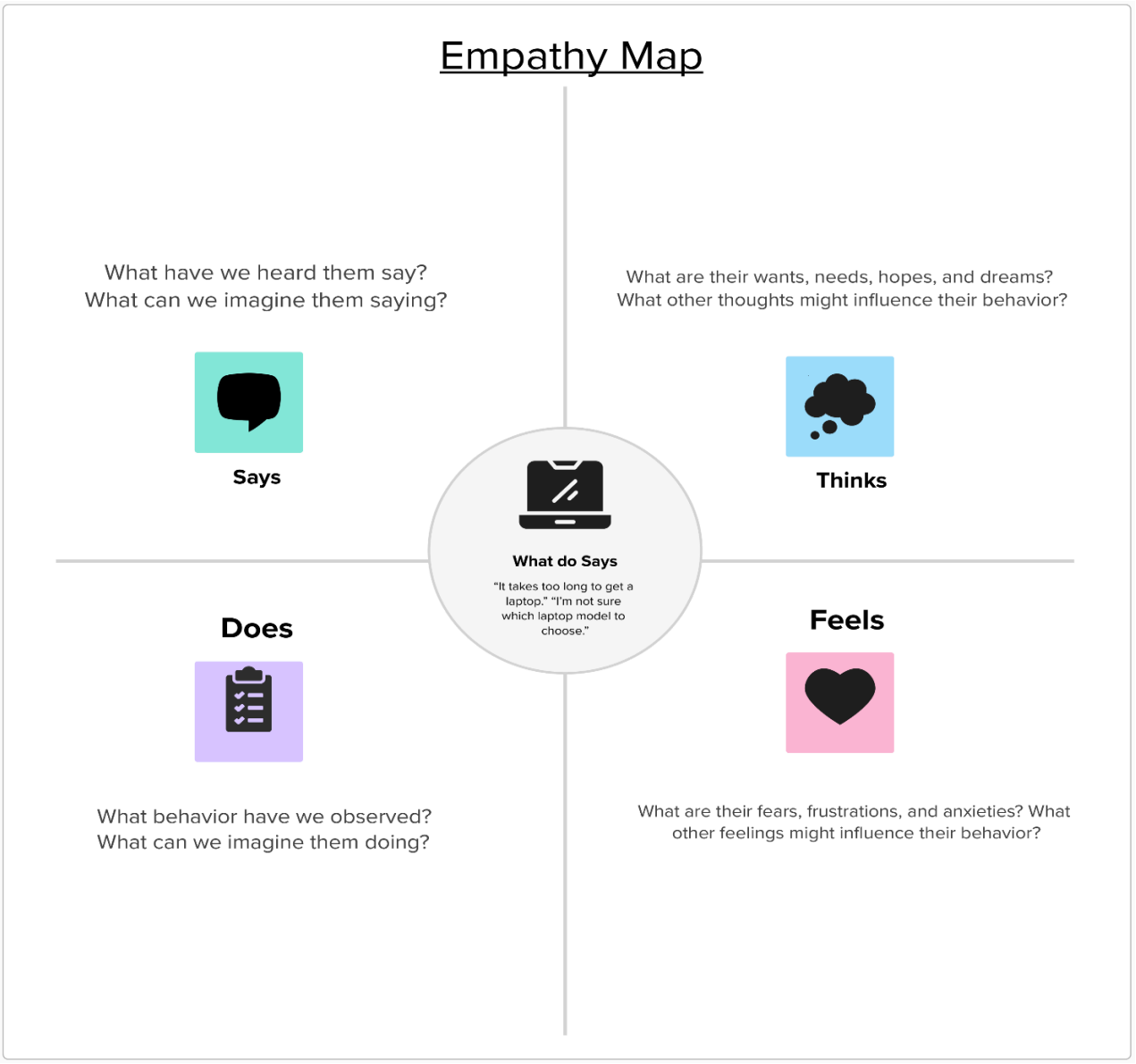
Ideation Phase
Empathize & Discover

Date	31 October 2025
Team ID	NM2025TMID06949
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map for the Laptop Request Catalog Item focuses on the employee experience when requesting laptops an empathy map helps visualize what users say, think, do, and feel. It provides a deeper understanding of the user's needs and frustrations to guide solution design. Below is the empathy map for the Service Catalog laptop request scenario.



Reference: https://www.mural.co/templates/empathy-map-canvas

Laptop Service Catalog Item

Empathy map

An empathy map helps you and your team to step into your customer's shoes to understand their desires and how they might want to use your product.

User :

Employees who need laptops for official work purposes

Says:

The approval process takes too long."
I don't know which laptop configuration I should choose."
It's hard to track the request status."
Sometimes I fill out the form wrong and have to restart."

Thinks:

The process should be quick and intuitive.
Dynamic fields would prevent mistakes.
Form reset or validation would make it smoother.
A transparent tracking system is essential.

Does:

Sends manual requests via email or spreadsheets.
Waits for multiple approvals through different departments.
Follows up repeatedly to check the request status.

Feels:

Frustrated due to lack of clarity and delay.
Anxious when equipment is urgently needed.
Relieved when updates and approvals are automatic.

Pain Points:

Manual and error-prone process.
No automated validation or dynamic fields.
Delay in approvals and lack of real-time updates.
Difficult for IT teams to track progress

Goals:

Request laptops easily using a self-service form.
View only relevant fields based on role or department.
Receive timely status updates via email or portal.
Have audit trails and governance for all changes.

Motivations:

Complete work efficiently with the right equipment.
Spend less time on administrative tasks.
Ensure smooth onboarding and operational readiness