Ideation Phase
Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID03019
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

In the *Empathize & Discover* phase, the team explored how employees, managers, and IT administrators handle laptop requests in the organization.

They observed that many users feel **frustrated with the manual request process**, which often leads to **delays, miscommunication, and lack of approval visibility**.
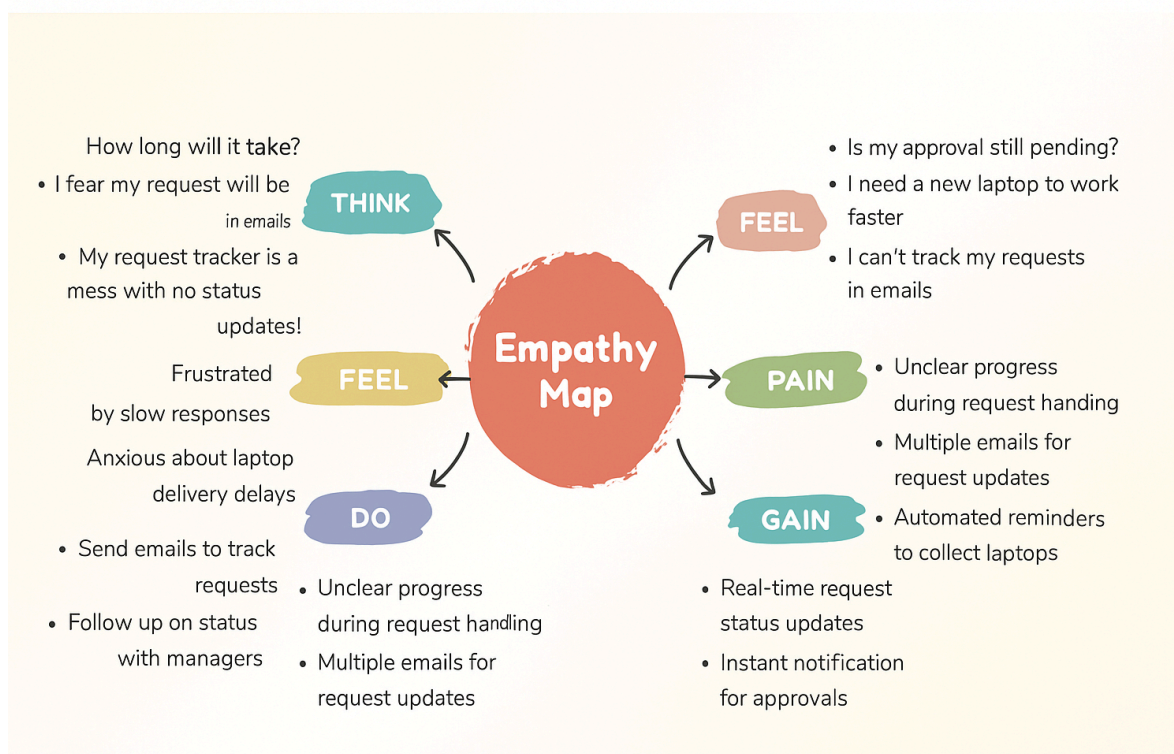
By interviewing users and IT staff, the team discovered that requests are scattered across emails and chats, and tracking fulfillment is difficult.

These findings helped the team understand that a centralized, automated Laptop Request Catalog Item could simplify the entire process.

The insights highlighted the need for real-time approval updates, fulfillment tracking, and asset visibility.

Understanding the pain points and user emotions gave the team a clear direction to design a **streamlined, transparent, and user-friendly ServiceNow catalog experience.**
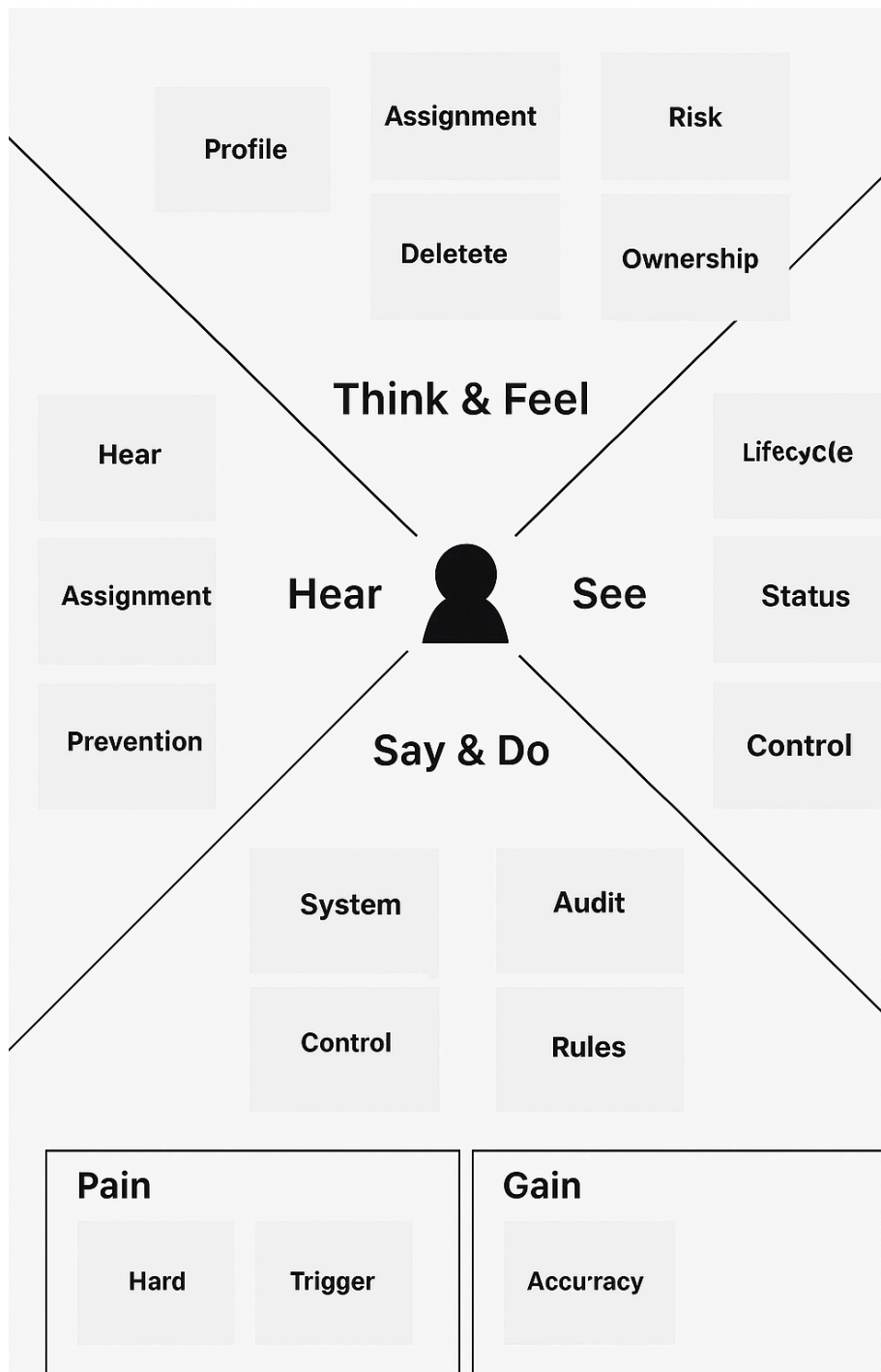
Example:

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

The empathy map helped us uncover the real challenges users face when requesting laptops. It reflects their **pain, emotions, and expectations** throughout the process. Employees expressed frustration about slow approvals, lack of communication, and delays in laptop delivery.

This understanding guided us to design a **smarter catalog item** with automation, approval routing, and fulfillment tracking to reduce waiting time and improve transparency.

Example: Laptop Request Catalog Item Application

Profile

Assignment

Risk

Deletete

Ownership

Think & Feel

Hear

Lifecycle

Assignment

Hear

See

Status

Prevention

Say & Do

Control

System

Audit

Control

Rules

Pain

Hard

Trigger

Gain

Accuracy

This ensures that every employee receives the required device quickly, while IT teams can manage requests efficiently and maintain accurate asset records.

The result is improved accountability, faster service delivery, and greater user satisfaction across the organization.

As a result, we designed a **modern ServiceNow-based Laptop Request Catalog Item** that integrates:

- Real-time status tracking

- Automatic approval routing

- Email notifications for every stage

- Integrated asset management and reporting