IdeationPhase
Empathize&Discover

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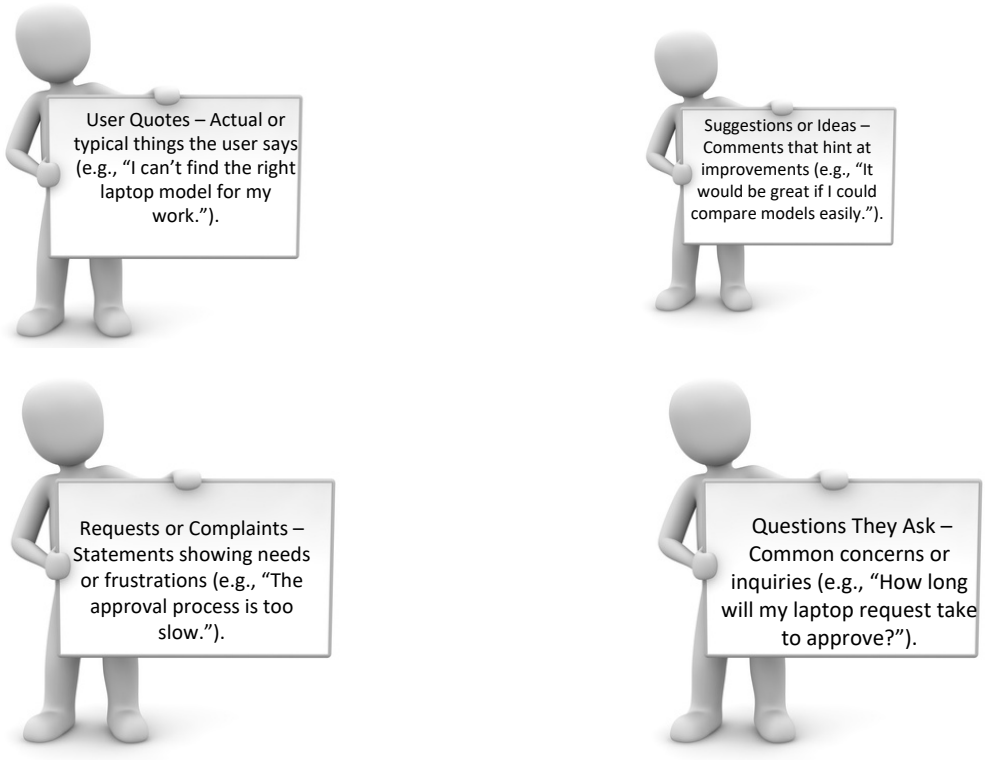
Team ID	NM2025TMID03056
Project Name	Laptop request catalog
Maximum Marks	4 Marks

Empathy Map Canvas

The Empathy Map Canvas for the Laptop Request Catalog project helps understand employees' needs, thoughts, and frustrations when requesting new laptops. It highlights that users want a simple, transparent, and efficient process to choose the right laptop for their role without confusion or delays. By identifying what users say, think, feel, and do, the canvas reveals their main pain points—like unclear options, slow approvals, and lack of visibility—and their desired gains, such as an easy-to-use catalog, faster approvals, and better communication with IT. This understanding guides the design of a more user-friendly and streamlined laptop request system.

EXAMPLE



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