

Define CS, fit into CC	<div>Ap Vflyg/2BH yBc2B-g,yt</div> <div>Employees who request laptops (new hires, existing staff), IT support teams, procurement staff, managers approving requests</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>Lack of clarity on suitable laptops, manual approval bottlenecks, limited IT resources, compliance rules on hardware</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Manual request forms, email ticket requests, basic catalog listings without dynamic fields or role filters</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Request laptops quickly and accurately; avoid delays; get the correct device; simplify approval; reduce manual errors</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>Manual, unstructured process; no dynamic form guidance; lack of role-based recommendations; slow approvals</div>	<div>7. BEHAVIOUR</div> <div>Employees guess laptop specs or submit incomplete requests; IT spends time clarifying; approvals take multiple steps</div>	
	<div>3. TRIGGERS</div> <div>New hire onboarding, laptop replacement requests, role changes requiring different specs, hardware failure</div>	<div>10. YOUR SOLUTION</div> <div>Create a dynamic ServiceNow Laptop Request Catalog Item with role-based recommendations, guided form fields, reset functionality, and tracked approvals</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE ServiceNow Catalog portal, email communications, internal chat tools</div> <div>8.2 OFFLINE Phone calls to IT, face-to-face inquiries</div>	
Identify strong TR & EM	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Before: Frustration, confusion, anxiety about delays After: Confidence, satisfaction, clarity, faster access to equipment</div>			Extract online & offline CH of BE