

# Ideation Phase

## Empathize & Discover

Date	30 October
Team ID	NM2025TMID03500
Project Name	Laptop Request Catalog Item in Service Now
Maximum Marks	4 Marks

### Empathy Map



#### Says

- I need a new laptop for work.
- I wish there was a simpler way to request a laptop.
- I don't like manual paperwork and forms.
- I'm not sure if I'm filling these out right.



#### Thinks

- There should be an automated way to manage laptop requests.
- Guidance throughout the form would simplify the request process.
- Tracking and governance are necessary.
- Accurate and current information is crucial.

### User



#### Does

- Downloads and fills out manual request form.
- Contacts IT if unsure about any form details.
- Tracks request status through emails or phone calls.
- Restarts form processing if needed.



#### Feels

- Frustrated and impatient due to paperwork.
- Uncertain if the request will be successful.
- Motivated by the need for a new laptop.
- Relieved when provided clear guidance.

## Pain

- Manual laptop request process is time-consuming and error-prone.
- Lack of automation leads to repeated data entry and delays.
- Employees are unsure about approval status or form completion accuracy.
- No dynamic fields or guidance make the form confusing.

## Gain

- Automated laptop request process through ServiceNow Catalog Item.
- Dynamic form fields and guidance ensure accurate and complete submissions.
- Real-time tracking and notifications improve transparency.
- Simplified approvals with workflow automation reduce delays.