Ideation Phase
Empathize & Discover

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Empathy Map Canvas

An empathy map is a clear and visual tool that captures insights into employee behaviors, needs, and frustrations during the process of requesting laptops within an organization.In this project, the empathy map plays a crucial role in helping the team understand the daily challenges faced by employees who need laptops but are currently stuck with outdated and inefficient request methods.Creating an effective laptop request solution requires a deep understanding of the people who experience the problem firsthand — the employees. By building this empathy map, we are able to view the situation from the employee's perspective, taking into account their goals (receiving laptops quickly and efficiently), their frustrations (lack of status updates, manual follow-ups), and the broader communication gaps between them and the IT department.

This understanding helps guide the design of a more intuitive and automated system through ServiceNow — one that reduces delays, removes ambiguity, and makes the request experience seamless for all users involved.

Empathy Map

What does the user THINK AND FEEL?
- Why is it so hard to get a laptop approved?
- Frustrated by constant follow-ups
- Worries about onboarding delays or eductivity losses
- Wants a faster, more predictable solution
- Values efficiency and transparency

es the user HEAR?
- :ed to follow up again."
- n email, they may respand late."
- ints from peers and colleagues
- ardware dalays
- mal way to get rutified about
- as

What does use
- Inconsistent communic
- Delayed responses
- No tracking or clear sta
- Peers facing similar iss
- An outdated, manual si doesn't match the rest company's tech

What does use sAY AND DO?
- Sends repeated emalls or messages.TT
- Asks managers or team leads to escalate
- Fills in inconsistent request information (missing details)
- Appears concerned and dependent oTT resolution
- Often complains informally to others

in receiving laptops
:d onboarding or deadlines
of visibility into request status
dependency on IT
request data

- Fast and trackable request process
- Guided form that avoids confusion
- Clear IT workflow and approval visit
- Improved satistaction and autonom
- Compatibility with their dally Servic