<p style="text-align:center">Ideation Phase</p>
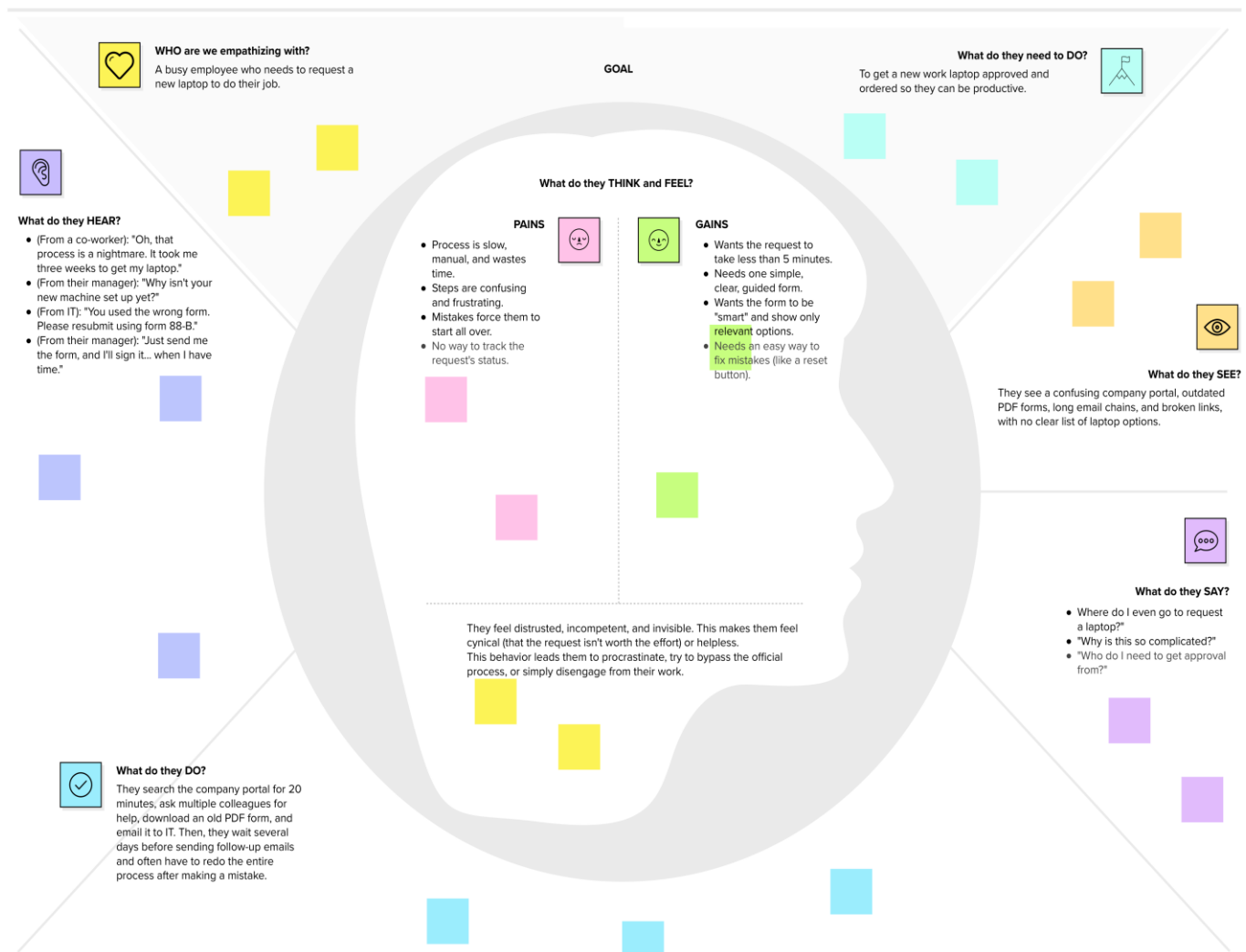<p style="text-align:center">Empathize & Discover</p>

Date	1 November 2025
Team ID	NM2025TMID04148
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map?

An empathy map is a collaborative, visual tool used to gain a deeper, more human understanding of a user. It helps teams "get inside a user's head" by mapping out what they Say, Think, Feel, and Do as they interact with a product or experience.

The map also summarizes the user's key Pains (their frustrations, fears, and obstacles) and Gains (their wants, needs, and measures of success). The ultimate goal is to move from assumptions to a shared understanding, which helps in designing better, more user-centric solutions.

WHO are we empathizing with?
A busy employee who needs to request a new laptop to do their job.

GOAL

What do they need to DO?
To get a new work laptop approved and ordered so they can be productive.

What do they HEAR?
- (From a co-worker): "Oh, that process is a nightmare. It took me three weeks to get my laptop."
- (From their manager): "Why isn't your new machine set up yet?"
- (From IT): "You used the wrong form. Please resubmit using form 88-B."
- (From their manager): "Just send me the form, and I'll sign it... when I have time."

What do they THINK and FEEL?

PAINS
- Process is slow, manual, and wastes time.
- Steps are confusing and frustrating.
- Mistakes force them to start all over.
- No way to track the request's status.

GAINS
- Wants the request to take less than 5 minutes.
- Needs one simple, clear, guided form.
- Wants the form to be "smart" and show only relevant options.
- Needs an easy way to fix mistakes (like a reset button).

They feel distrusted, incompetent, and invisible. This makes them feel cynical (that the request isn't worth the effort) or helpless. This behavior leads them to procrastinate, try to bypass the official process, or simply disengage from their work.

What do they SEE?
They see a confusing company portal, outdated PDF forms, long email chains, and broken links, with no clear list of laptop options.

What do they SAY?
- Where do I even go to request a laptop?"
- "Why is this so complicated?"
- "Who do I need to get approval from?"

What do they DO?
They search the company portal for 20 minutes, ask multiple colleagues for help, download an old PDF form, and email it to IT. Then, they wait several days before sending follow-up emails and often have to redo the entire process after making a mistake.

This specific empathy map explores the experience of a "Busy Employee" (or new hire) and their experience with the current, manual laptop request process.

We are using this map to understand the significant frustrations, wasted time, and confusion (the Pains) they feel right now. By understanding what they truly want—a clear, fast, and guided process (the Gains)—we can validate that our "Laptop Request Catalog Item" project will directly solve their most significant problems.