Ideation Phase
Empathize & Discover

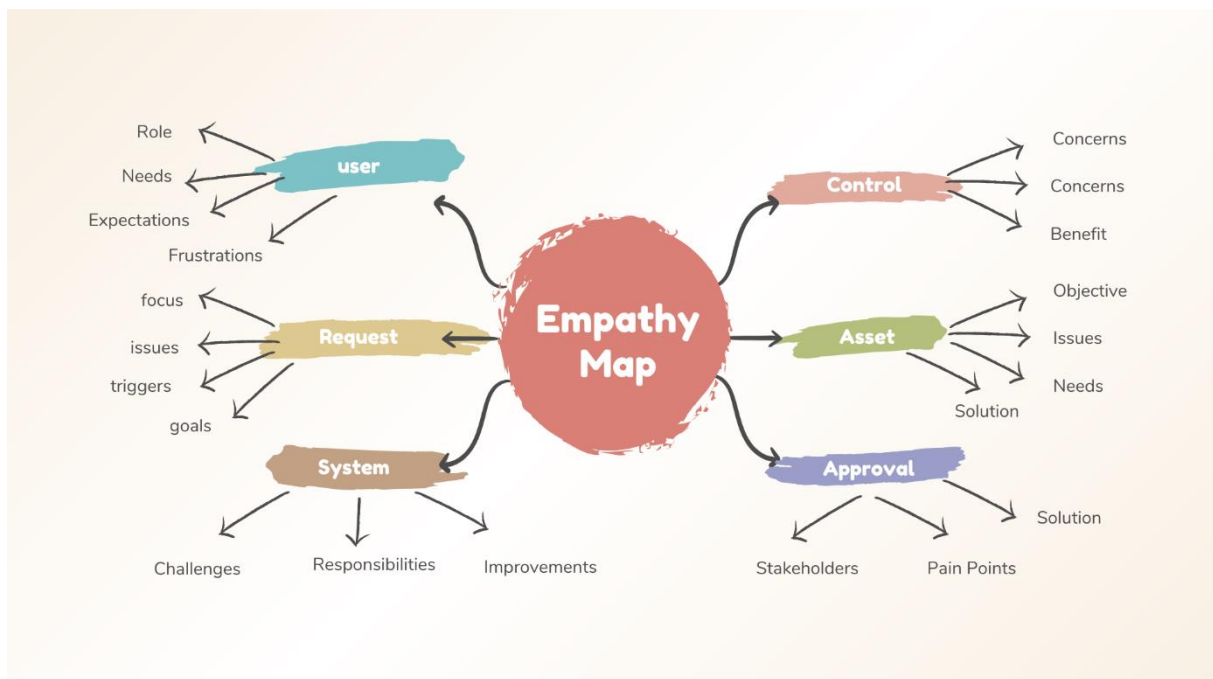|	
Date	02 NOVEMBER 2025
Team ID	NM2025TMID04453
Project Name	LAPTOP REQUEST CATALOG ITEM.
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how university students and IT staff handle laptop requests through manual processes. They discovered that students often feel anxious and confused due to the lack of visibility in the approval process and unclear communication regarding request status.

Interviews with IT administrators revealed that tracking and approving requests manually leads to delays, misplaced forms, and repeated follow-ups. The absence of an automated system creates inefficiency and consumes extra time, affecting both requesters and approvers.

Gathering these insights helped the team understand the real challenges faced by users — the need for transparency, faster approval, and streamlined communication. Understanding these pain points made it clear that a digital catalog-based workflow would bring structure, automation, and clarity to the laptop request process.
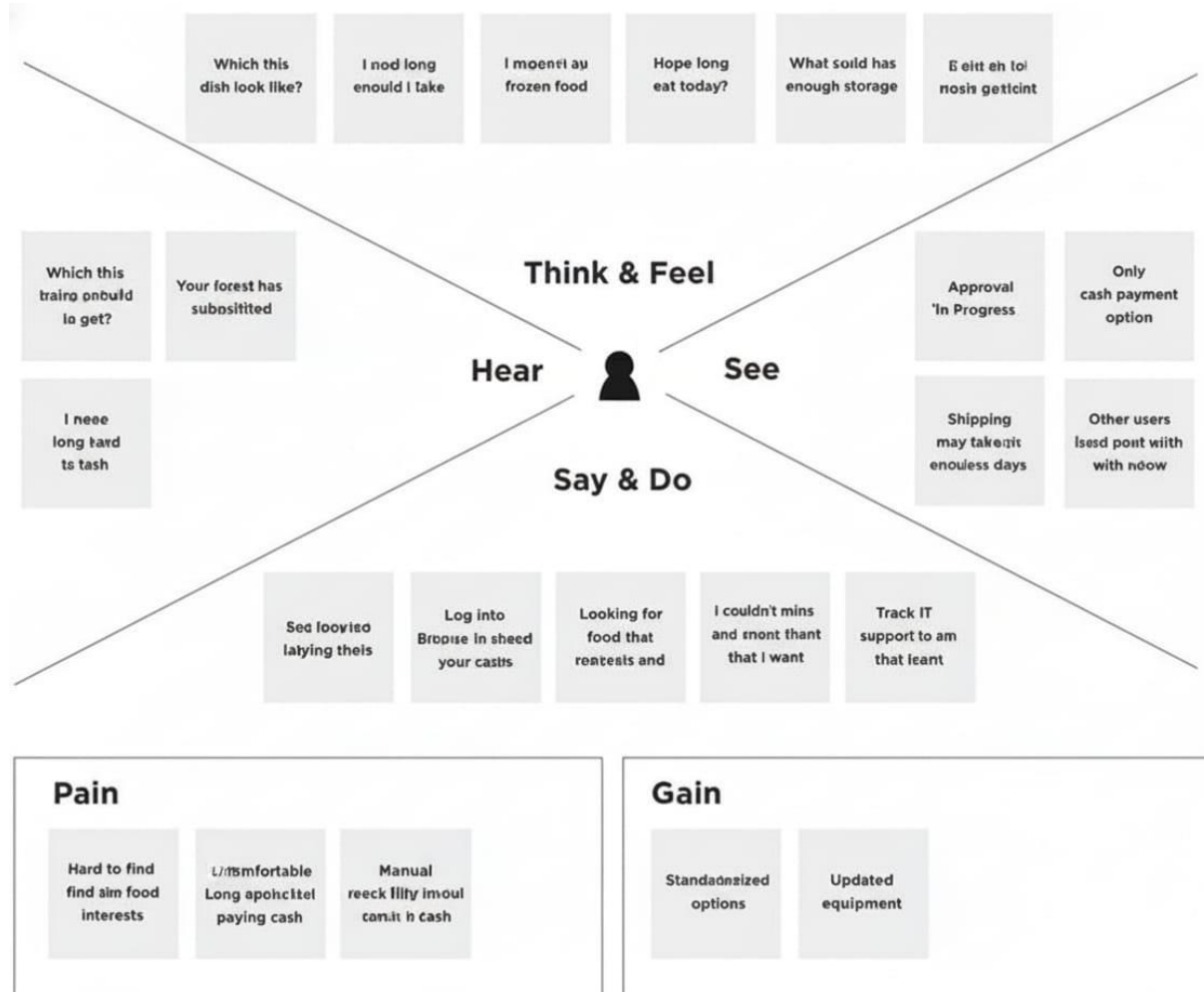
Example:

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

The empathy map helped us understand the challenges users face when requesting laptops for academic or work purposes. It revealed their frustrations with delayed approvals, unclear request tracking, and multiple form submissions. By analyzing their thoughts, actions, and needs, we identified the importance of creating a unified and transparent request process. These insights guided us to design a more efficient system that simplifies laptop requests, automates approvals, and provides real-time updates. Overall, it enhances user satisfaction, saves time, and improves the overall request experience.

Example:

        By deeply understanding the users through empathy mapping, we identified key challenges in the existing laptop request system, such as:

- Lack of a centralized digital form
- Delays in multi-level approvals
- Inconsistent asset tracking and notifications
- Manual data entry causing errors and rework

        These insights guided the design of a ServiceNow-based Laptop Request Catalog Item that integrates:

- Automated approval workflows
- Real-time request tracking
- Integration with CMDB for asset management
- Email and portal notifications for users

        This ensures a seamless, transparent, and efficient laptop request process, improving productivity, accountability, and user satisfaction across the organization.