

## Ideation Phase

### Empathize & Discover

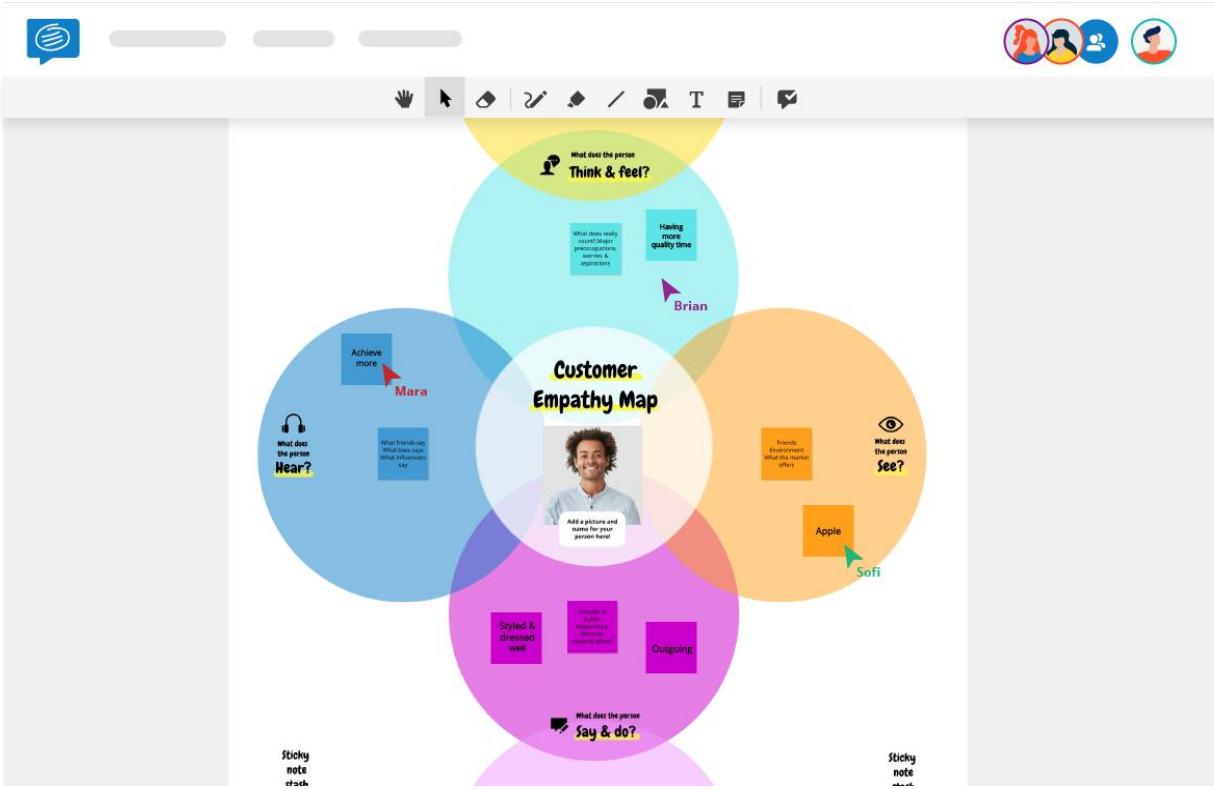
Date	13 NOV 2025
Team ID	NM2025TMID06014
Project Name	<b>LAPTOP REQUEST CATALOG ITEM USING SERVICE NOW</b>
Maximum Marks	4 Marks

#### Empathy Map Canvas:

In the **Empathize & Discover** phase, the team observes how employees, managers, and IT administrators interact with the **Laptop Request Catalog Item** in ServiceNow. They learn that many users feel **frustrated** due to unclear approval workflows, delays in updates, and lack of visibility into request status or stock availability.

By conducting interviews and observations, the team uncovers that these issues cause **confusion, long waiting times, and repeated follow-ups** with the IT department. Employees often don't know when or whether their request will be fulfilled, while IT staff struggle to manage pending approvals and limited laptop inventory efficiently.

Gathering these insights helps the team understand the **real impact on productivity, service quality, and communication** between departments. Recognizing these daily challenges makes it clear that **automation, transparency, and clear status notifications** are essential to improve the laptop request experience.



By deeply understanding the users' perspectives, the team designed a more **intelligent and automated system** in Service Now that includes:

- **Real-time tracking** of request progress
- **Automated approval workflows** with notifications
- **Stock validation** before approval submission
- **Clear communication** between employees and IT teams

This ensures that every **Laptop Request Catalog Item** submission is processed efficiently, reducing delays and miscommunication. It enhances **operational transparency, accountability, and user confidence** in the ServiceNow catalog system.