

Ideation Phase
Empathize & Discover

Date	2:11:2025
Team ID	NM2025TMID04975
Project Name	Laptop Request Catalog Item using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

In the *Empathize & Discover* phase, the team observed how employees, managers, and IT staff handle laptop request processes within the organization. They learned that employees often feel frustrated due to the **slow and manual request system**, which relies on emails or paper-based approvals. Managers expressed that they find it hard to track request statuses and pending approvals, while IT teams struggle to manage unclear or incomplete requests. Through interviews and observations, the team discovered that this manual process causes **delays, miscommunication, and duplication of work**, ultimately impacting productivity and employee satisfaction. By empathizing with users at each level — from the requester to the approver — the team realized that the root cause lies in the **lack of automation and visibility** in the current process. Understanding these real challenges guided the team toward designing a **ServiceNow-based Laptop Request Catalog Item** that simplifies, automates, and tracks the entire request-to-fulfillment workflow.

Example:

The empathy map helped us understand the challenges faced by employees and IT staff in handling laptop requests manually. It highlighted their **pains (delays, confusion, missing approvals)**, **actions (email follow-ups and manual tracking)**, and **needs (a centralized, automated platform)**.

This understanding guided us to design an automated, user-friendly ServiceNow catalog item where employees can easily raise requests, managers can approve digitally, and IT teams can fulfill them with complete transparency.

Example: Laptop Request Workflow Automation

By deeply understanding users through empathy mapping, we identified the core frustrations such as **unclear approval processes, lack of request tracking, and repeated communication loops**.

These insights revealed pain points like the **absence of a centralized system, inefficient manual workflows, and poor communication flow** between employees and IT support.

As a result, we designed a smarter **Laptop Request Catalog Item** in ServiceNow that integrates **automated approvals, email notifications, and real-time tracking**. This ensures faster fulfillment, transparency, and improved satisfaction for all stakeholders involved — employees, managers, and IT teams alike.

The final solution enhances **efficiency, accountability, and employee experience**, creating a streamlined, digital-first request management system.

