

Ideation Phase

Empathize & Discover

Date	2 November 2025
Team ID	NM2025TMID05352
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team closely observed how employees and IT service teams currently handle laptop requests and allocations in their organization. They discovered that the existing process is largely manual and non-centralized, relying heavily on email communication, spreadsheets, and verbal confirmations.

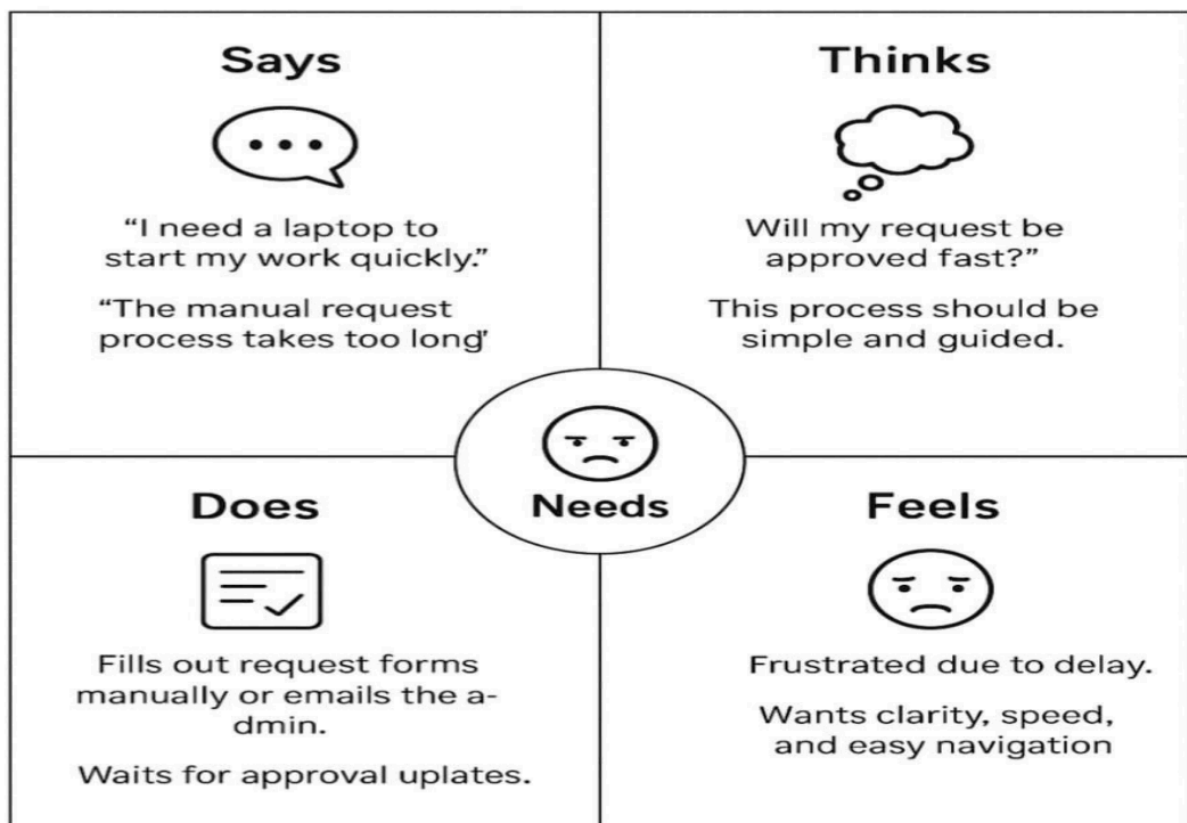
This outdated approach causes delays in approval, miscommunication, and lack of transparency regarding request status. Employees often do not know whether their laptop request has been approved or when it will be fulfilled. Similarly, IT administrators face challenges in tracking pending requests, managing inventory, and ensuring accountability for laptop distribution.

Gathering these insights helped the team deeply understand the frustrations and needs of both employees and IT teams. It became clear that a centralized, automated system was essential to handle laptop requests efficiently, ensure transparency, and maintain accurate records.

Example: Laptop Request vs. Online Train Ticket Booking

Just like booking a train ticket online, where users face confusion with seat selection, payment failures, and lack of confirmation, employees experience similar challenges when requesting laptops:

Think & Feel	“I need a laptop urgently, but I don’t know which model to choose.” “Will my request go through or get rejected?”
Hear	“Make sure you fill all fields correctly.” “Approval might take time.”
See	A static form with no guidance, no preview of laptop specs
Say & Do	Ask colleagues for help, submit incomplete forms, follow up manually
Pain	Delays, rejections, no confirmation, unclear approval process
Gain	Guided form, dynamic fields, instant confirmation, clear approval tracking



The empathy mapping exercise helped the team understand the real challenges faced by employees and IT administrators in managing laptop requests. It highlighted their pain

points, emotions, and workflow frustrations, clearly showing the need for automation and better visibility.

Through empathy mapping, the team identified key challenges such as employee pain points: Lack of status updates, delays in laptop delivery, confusion about approval hierarchy, IT team challenges: Overwhelming manual workload, scattered request records, and difficulty ensuring timely fulfillment.

As a result, the team designed a Laptop Request Catalog Item in ServiceNow that automates request submission, approval, and tracking. This centralized approach improves response times, enhances data accuracy, and fosters a more transparent and efficient communication flow between employees and IT departments. The solution ensures faster processing, reduced administrative burden, and an improved user experience for both end-users and IT staff, thereby enhancing overall organizational productivity and satisfaction.