

Ideation Phase

Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID31198
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map is a powerful tool that helps us understand the user's emotions, needs, and pain points more deeply, which is essential for developing effective solutions. In our project, *Laptop Request Catalog Item*, the empathy map enables us to view the request process from the employee's perspective. By identifying what the user sees, hears, thinks, feels, and says, we can uncover the root causes of their frustrations—such as delays, lack of transparency, and confusion in the manual request system. This understanding guides us to design a more user-friendly, automated, and efficient catalog item within ServiceNow. Ultimately, the empathy map ensures that our solution is not just technically sound, but also aligned with the real experiences and expectations of the end users, leading to a more impactful and meaningful outcome.

