Ideation Phase

Empathize & Discover
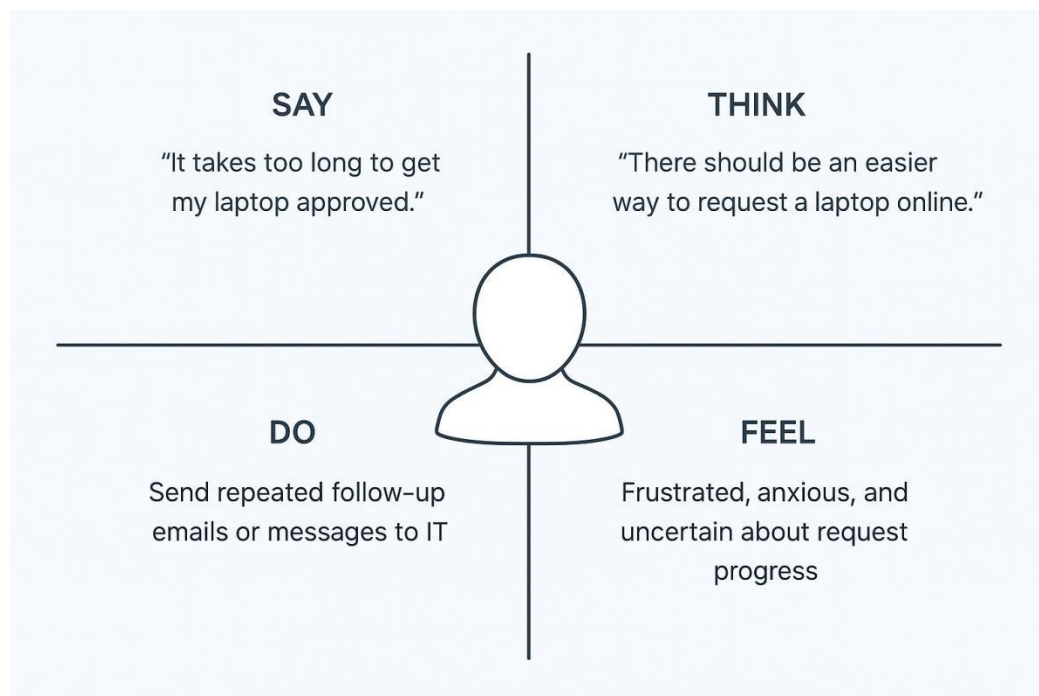
Date	01 November 2025
Team ID	NM2025TMID06585
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

During the *Empathize & Discover* phase, the team analyzed how employees currently request laptops using manual or email-based methods. It was observed that employees often experience frustration and delays due to multiple approval steps and the absence of real-time status tracking.
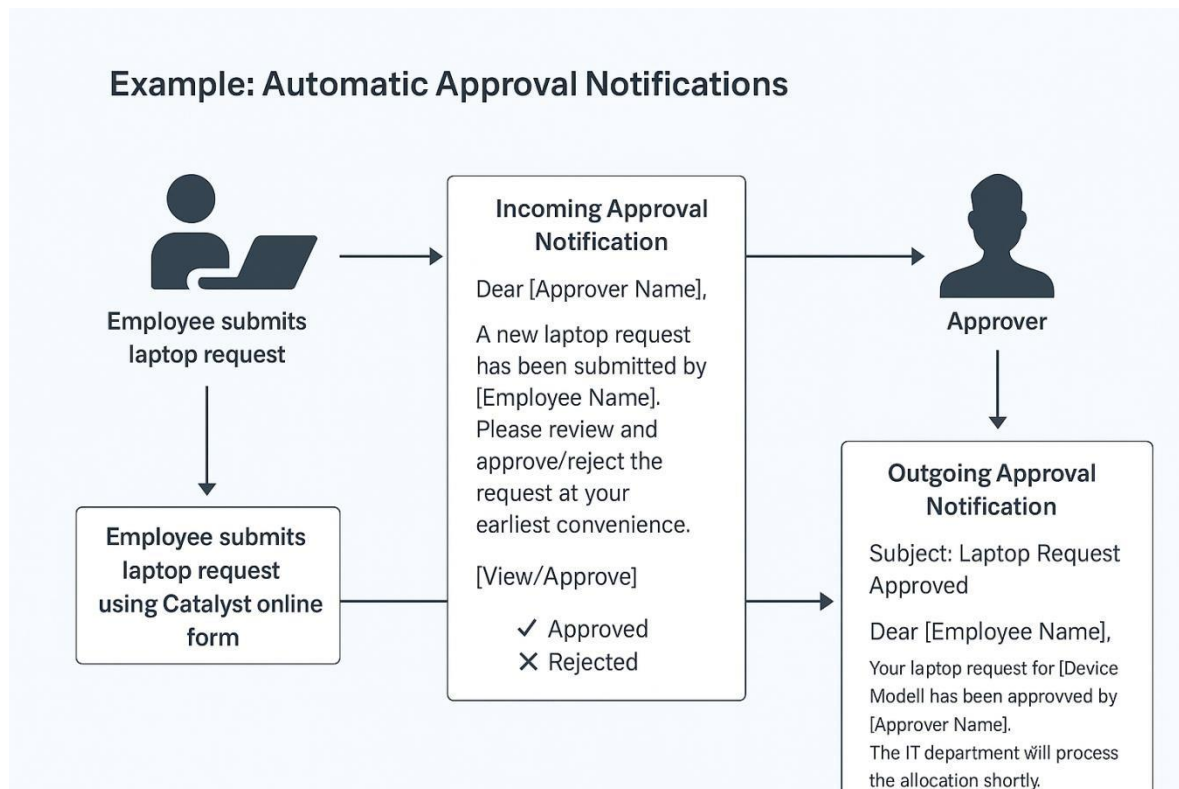
Interviews with IT administrators, approvers, and end users revealed that this outdated process causes confusion, missed communications, and extended turnaround times.From these insights, the team recognized the need for a self-service online catalog that enables employees to easily submit laptop requests, monitor approval progress, and minimize manual follow-ups. This deeper understanding of user challenges guided the creation of a more automated, transparent, and user-friendly solution.

Example:

By analyzing these emotions and behaviors, the team designed a ServiceNow-based automated form that dynamically adapts to user input, ensures automatic routing to approvers, and provides live status tracking.

Example: Automatic Approval Notifications

In the **Catalyst Laptop Request Automation** system, automated approval notifications simplify the laptop request process by removing manual delays and enhancing communication. Once an employee submits a request, the system instantly sends an approval alert to the assigned approver containing all necessary details. The approver can review the information and take action—approve or reject—directly from the notification.

After the decision, the employee automatically receives an update on their request status. This feature promotes faster responses, transparency, and accuracy across the workflow. It also eliminates repetitive follow-up emails, reduces turnaround time, and boosts operational efficiency. By leveraging automated notifications, the system enables quicker approvals, better collaboration, and improved user satisfaction throughout the organization.