

Ideation Phase

Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID29498
Project Name	Asset Management Portal using Service Now
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Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas is a valuable tool that helped our team understand the stakeholders who interact with the Asset Management Portal. It enabled us to capture user behaviors, attitudes, goals, and challenges to ensure the solution directly meets the needs of both employees and administrators managing organizational assets.

Purpose

Creating an empathy map enabled the team to:

- Step into the shoes of asset requesters and asset managers.
- Understand the pain points in traditional asset management processes.
- Identify specific needs like fast request handling, real-time tracking, and maintenance reminders.
- Design features that improve asset lifecycle transparency and efficiency.

User Perspective Captured

Aspect Details Captured

Says	"I need a laptop assigned quickly." "We must track all IT equipment."
Thinks	"Is this asset available right now?" "What is the current condition of our printers?"
Does	Requests assets through email or paper-based forms. Tracks inventory manually
Feels	Frustrated with delays in asset delivery. Anxious about misplacement and lack of asset visibility.

Outcome

The Empathy Map Canvas exercise helped the team:

- Prioritize features like automated asset assignment, approval workflows, and request status tracking.
- Design dashboards for real-time asset visibility and alerts for maintenance or expiry.

- Simplify request and return forms for employees while ensuring backend control for administrators

