Ideation Phase

Empathize & Discover

Date	27 December 2025
Team ID	
Project Name	An employee requests installation of licensed software through the Service Catalog
Maximum Marks	4 Marks

1. Introduction to Empathy Mapping

An Empathy Map is a user-centric analysis tool used to understand the thoughts, feelings, behaviors, and challenges of end users while interacting with a system or process. In this project, the empathy map was created to analyze the experience of **employees requesting licensed software installations** through the organization's IT services.

The goal of empathy mapping in this project is to identify real user pain points in the existing manual process and design an automated ServiceNow solution that improves efficiency, transparency, and user satisfaction.

2. Target Persona

Primary User:
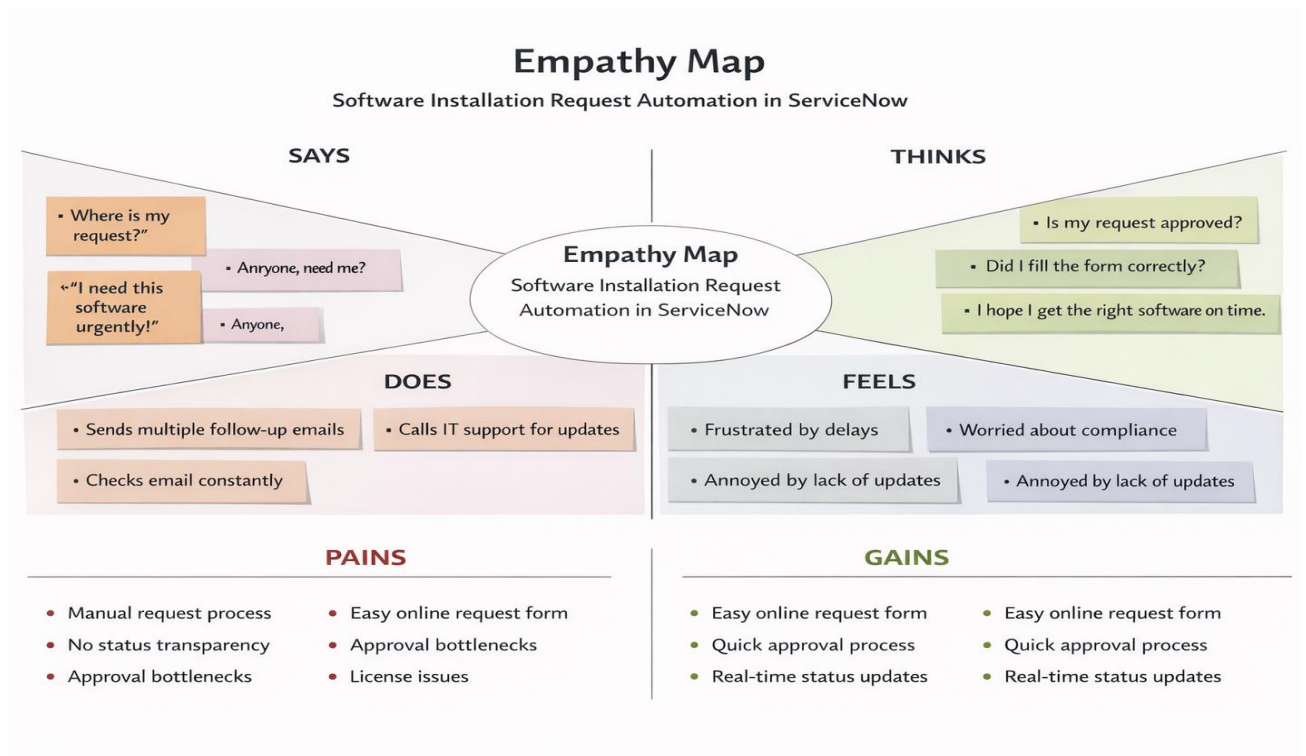Employee / Requestor (End User)

Role:
An organizational employee who requires licensed software (e.g., Microsoft Office, development tools, design tools) to perform daily job responsibilities.

Context:
The employee depends on the IT department for software installation and expects quick approvals, compliance assurance, and timely fulfillment.

3. Empathy Map Dimensions

The empathy map is divided into six key areas: **Says, Thinks, Does, Feels, Pains, and Gains**, which collectively describe the end-user experience.

Empathy Map

Software Installation Request Automation in ServiceNow

SAYS
- "Where is my request?"
- Anryone, need me?
- "I need this software urgently!"
- Anyone,

Empathy Map
Software Installation Request Automation in ServiceNow

THINKS
- Is my request approved?
- Did I fill the form correctly?
- I hope I get the right software on time.

DOES
- Sends multiple follow-up emails
- Calls IT support for updates
- Checks email constantly

FEELS
- Frustrated by delays
- Worried about compliance
- Annoyed by lack of updates
- Annoyed by lack of updates

PAINS
- Manual request process
- No status transparency
- Approval bottlenecks
- Easy online request form
- Approval bottlenecks
- License issues

GAINS
- Easy online request form
- Quick approval process
- Real-time status updates
- Easy online request form
- Quick approval process
- Real-time status updates

4. Empathy Map Analysis

4.1 Says

This section captures what the employee openly expresses during the software request process.

Common statements include:

- "I need this software urgently to complete my work."

- "Where is my request status?"

- "Why is the approval taking so long?"

- "I already sent the mail last week."

These statements indicate frustration caused by delays, lack of response, and uncertainty. The employee expects a faster and more transparent request mechanism.

4.2 Thinks

This section represents the thoughts running in the user's mind, which may not always be expressed.

Typical thoughts include:

- "Did I fill the request correctly?"

- "Has my manager approved the request?"

- "Will IT reject this due to license issues?"

- "I hope I get the correct version of the software."

These thoughts highlight uncertainty, fear of rejection, and concern about correctness and compliance. The absence of real-time status updates increases anxiety and confusion.

4.3 Does

This section focuses on user actions triggered by the inefficient process.

Common user actions:

- Sends multiple follow-up emails to IT support

- Calls the service desk for updates

- Checks mailbox frequently for approval notifications

- Re-submits requests due to lack of response

These actions increase unnecessary workload for IT teams and indicate inefficiencies in the current manual workflow.

4.4 Feels

This section captures the emotional state of the employee during the request lifecycle.

Key emotions include:

- Frustration due to delays

- Anxiety about approval and license compliance

- Annoyance caused by lack of communication

- Stress when work is blocked due to missing software

These negative emotions directly impact employee productivity and satisfaction with IT services.

4.5 Pains

Pains represent the major challenges faced by the employee in the existing system.

Identified pain points:

- Manual request submission through email or phone

- No standardized request format

- No visibility into request status

- Approval bottlenecks

- Uncertainty regarding license availability

- Delayed software installation affecting work deadlines

These pain points highlight the need for a centralized, automated, and transparent system.

4.6 Gains

Gains describe the expected benefits from an automated solution.

Expected gains through ServiceNow automation:

- Easy and structured software request submission

- Clear visibility of request status

- Faster approvals through automated workflows

- Timely installation of licensed software

- Reduced dependency on follow-up emails and calls

- Increased trust in IT services

These gains align directly with the project's objectives and business goals.

5. Mapping Empathy Insights to Solution Design

Insights from the empathy map played a crucial role in shaping the project design:

- **Service Catalog Items** were introduced to simplify request submission.

- **Catalog Variables** ensured complete and accurate data capture.

- **Automated Approval Workflows** reduced waiting time.

- **Service Portal Tracking** improved transparency.

- **Notifications** kept users informed at every stage.

- **License compliance checks** addressed governance concerns.

By understanding user emotions and behaviors, the solution was designed to be both technically efficient and user-friendly.

6. Importance of Empathy Mapping in This Project

The empathy map helped:

- Identify real user frustrations

- Reduce unnecessary IT interactions

- Improve end-user satisfaction

- Align automation with actual business needs

- Enhance adoption of the ServiceNow solution

This ensured that the project was not just technically sound but also user-focused.

7. Conclusion

The Empathy Map provided valuable insights into the challenges faced by employees during software installation requests. By analyzing what users say, think, do, and feel, the project successfully addressed critical pain points through ServiceNow automation. The resulting solution delivers faster service, improved transparency, better compliance, and a significantly enhanced user experience.