

Ideation Phase

Empathize & Discover

Date:	21-12-2025
Team ID:	
Project Name:	Automated Network Request Management ServiceNow
Maximum Marks:	4 Marks

Empathy Map:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Employee/End User requesting network service through ServiceNow Service Portal



