

Ideation Phase

Empathize & Discover

Date	01 November 2025
Team ID	NM2025TMID08447
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

In the *Empathize & Discover* phase, the team observed how employees and administrators handle laptop request processes within the organization. They discovered that employees often face difficulties when submitting requests through traditional methods such as emails or manual forms. These methods lead to **delays, incomplete information, and a lack of visibility** into the request status.

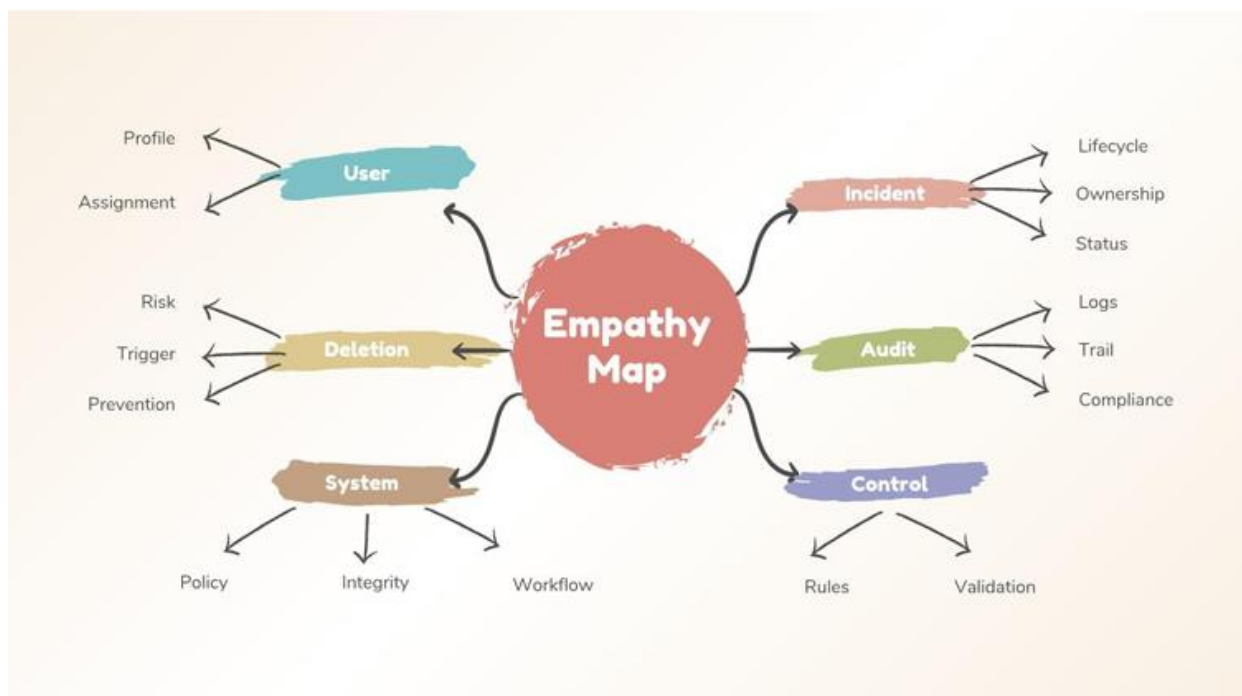
Through discussions and feedback sessions with both employees and IT administrators, the team identified the following challenges:

- Employees find it difficult to know which laptop models and accessories are available.
- Administrators receive inconsistent or incomplete data, making approvals and record-keeping difficult.
- There is no clear way to reset or modify the form once submitted, causing user frustration.
- The overall manual process leads to miscommunication and inefficiency.

Gathering these insights helped the team understand the **real impact on productivity and workflow efficiency**. Understanding user frustrations and needs made it clear that a **digital, automated catalog item** in **ServiceNow** would solve these issues effectively.

This phase revealed the importance of creating a system that allows employees to easily request laptops through a **guided form**, while ensuring administrators can **track, approve, and deploy requests efficiently**.

Example:



The empathy map helped us understand the challenges faced by users when requesting laptops. It showed their **pain points, actions, and needs** for a more organized and transparent system. This understanding guided the team to design a digital ServiceNow catalog item that automates the request and approval process.

Example: Employee Equipment Request System

By deeply understanding users through empathy mapping, we identified the common frustrations associated with manual laptop request processes such as lack of request tracking, delayed approvals, and unclear communication. These insights highlighted pain points including the **absence of a centralized platform, manual verification, and no reset option for incorrect entries.**

As a result, we designed an **intelligent Service Catalog Item** in **ServiceNow** that integrates:

- **Dynamic form fields** to display only relevant information.
- **UI policies** to guide users when additional accessories are selected.
- **Reset functionality** to clear all form data easily.
- **Update Set tracking** for safe deployment and governance.

This ensures that all laptop requests are **accurate, traceable, and efficiently processed**, thereby improving operational flow, reducing manual workload, and enhancing employee satisfaction across the organization.