Ideation Phase
Empathize & Discover

Date: 31 October 2025

Team ID: NM2025TMID04347

Project Name: Laptop Request Catalog Item

Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how employees request laptops within the organization. Through discussions and feedback sessions, we discovered that many users find the manual laptop request process time-consuming and confusing. Missing data fields, unclear instructions, and approval delays cause frustration and lower productivity.

By interviewing both employees and IT administrators, we gained insights into how the absence of an automated system affects workflow efficiency. Employees expressed the need for an intuitive digital form with guidance and transparency. IT administrators highlighted the importance of data accuracy and proper request tracking. These findings emphasize the need for a solution that is user-friendly, transparent, and efficient.

Empathy Map Overview:

Empathy Area	Insights Collected
Think & Feel	Employees feel frustrated due to repeated manual approvals and uncertainty about request status.
See	They see complex forms, multiple email threads, and delayed responses from IT.
say & Do	Employees constantly follow up on laptop requests, while IT struggles to manage data accuracy.
Pain Points	Lack of automation, delays in approvals, unclear instructions, and inconsistent tracking.
Gain Points	Automated workflows, real-time tracking, clear form guidance, and faster laptop delive

Fig I: Empathy Map representing user thoughts, actions, and emotions.

Example:

For instance, in the laptop request process, an employee may submit a request and wait for days without updates. The IT team, on the other hand, manually reviews each request, leading to potential errors and backlogs. By applying empathy mapping, the team understood the importance of making the process dynamic and transparent. This inspired the inclusion of real-time tracking, automated approvals, and guided field inputs in the ServiceNow catalog form.

How Empathy Mapping Helped:

Through empathy mapping, the project team gained a deeper understanding of user frustrations and needs. It helped visualize the pain points, emotional triggers, and expectations of both employees and administrators. As a result, the proposed ServiceNow Laptop Request Catalog design now includes:

• Dynamic form behavior that simplifies user input.

• Automated workflows for quick approvals.

• Transparent tracking to keep users informed.

• User-friendly design with guided instructions.

These insights ensure the final solution not only addresses technical requirements but also enhances user satisfaction and operational efficiency.

Reference:

https://www.mural.co/templates/empathy-map-canvas