

# Ideation Phase Empathize & Discover

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**Team Size : 4**

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## **What Is an Empathy Canvas?**

- An Empathy Canvas (or Empathy Map) is a visual tool used to deeply understand the user's experience.
- It helps teams capture what a user thinks, feels, sees, hears, says, and does—along with their pains and gains.
- It's part of the Design Thinking process and is especially useful during the Ideation Phase.

## **Why Is the Empathy Canvas Essential for This Project?**

In your project, the goal is to improve how employees request laptops through ServiceNow. The empathy canvas helps you:

- Understand the user's frustration with manual, unclear request processes
- Identify emotional pain points like delays, confusion, and lack of guidance
- Capture real needs like speed, clarity, and flexibility in the form
- Design a solution that feels intuitive and supportive from the user's perspective

By using the empathy canvas, you ensured that your catalog item wasn't just functional—it was user-centered, solving the right problems in the right way.

## Benefits of Using the Empathy Canvas:

Using the empathy canvas in this project provided several key advantages:

- **User-Centered Focus:** It ensured that the solution was built around real user needs rather than assumptions.
- **Clarity in Problem Definition:** It helped break down complex user frustrations into clear, actionable insights.
- **Improved Communication:** It served as a shared reference for the team to align on user expectations and pain points.
- **Stronger Solution Design:** It guided the creation of a dynamic, guided catalog item that directly addressed the issues users face.

## Example: Laptop Request Catalog Item



