Ideation Phase
Empathize & Discover

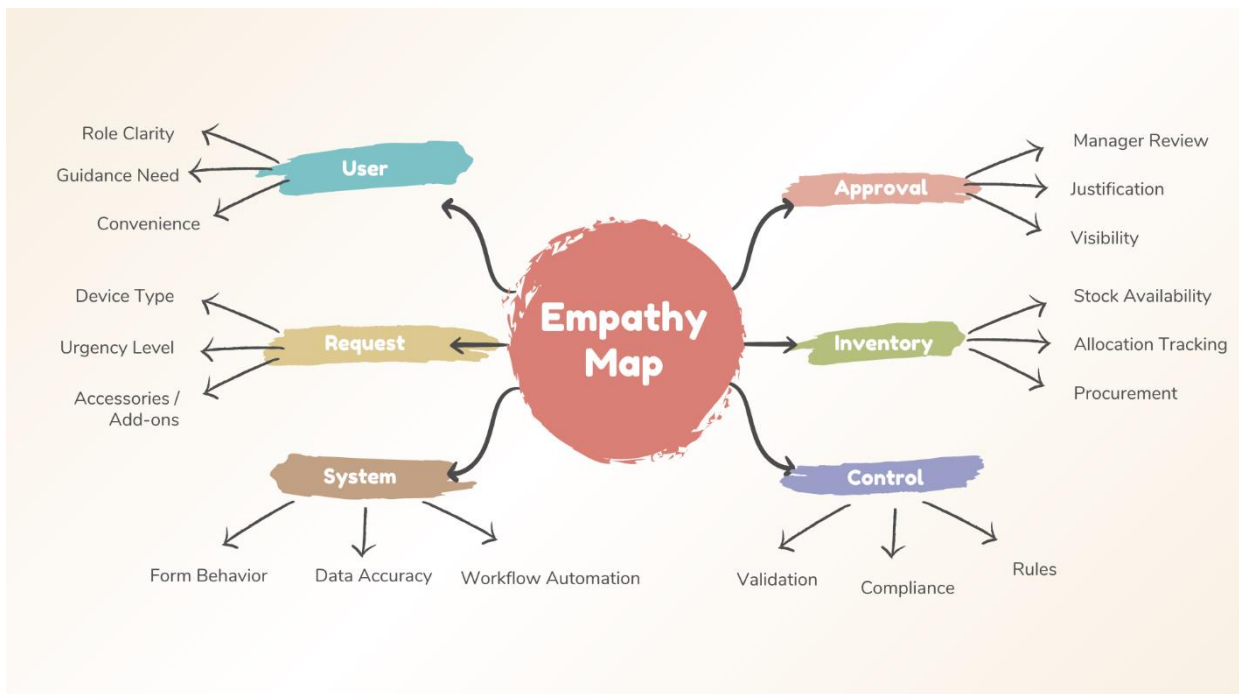| Date	6 November 2025
Team ID	NM2025TMID09124
Project Name	Laptop Request Catalog Item.
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team explored how employees currently request laptops in the organization. Through observations and user interviews, the team found that the existing process is manual, slow, and highly inconsistent, causing frequent delays in laptop allocation.

Employees often feel uncertain about what details to provide, while approvers struggle due to incomplete or inaccurate information. IT support teams expressed frustration with the lack of dynamic fields and validation, which leads to repeated follow-ups and unnecessary workload.

By understanding these pain points, the team learned that users need a simple, guided, and dynamic request form with clear instructions, automated checks, and optional reset functionality. These insights shaped the foundation for designing an efficient Service Catalog item that ensures accurate data collection and smooth processing.
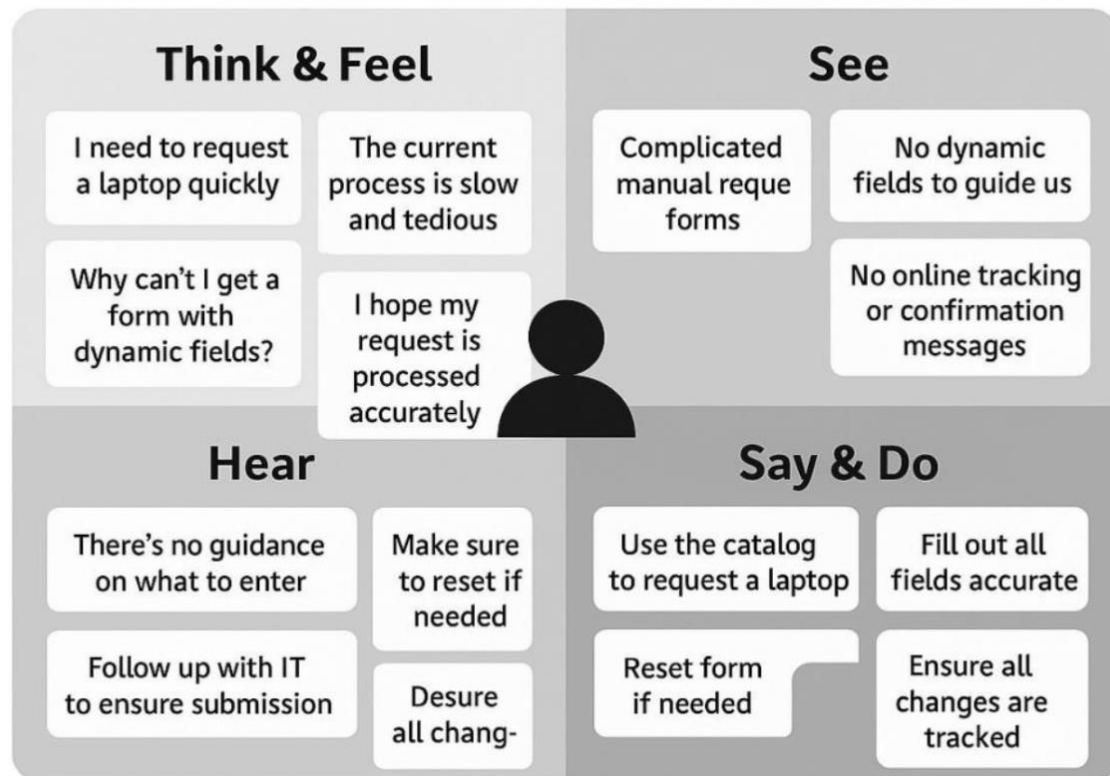
Example:

The empathy map helped us uncover the gaps in the existing laptop request flow. It highlighted user frustrations such as unclear form fields, repeated submissions due to errors, and long approval turnaround times. It also revealed user needs such as guided selection, dynamic visibility of fields, and a structured form that reduces confusion.

This understanding guided our design approach to create an enhanced Laptop Request Catalog Item with improved user assistance, validation, and data accuracy.

Example: Employee Onboarding Application

By deeply understanding users through empathy mapping, we discovered that new employees often struggle during the onboarding process due to scattered information, unclear instructions, and lack of a structured workflow. HR teams shared that manual onboarding steps lead to missing documents, delayed access setup, and repeated follow-ups with new hires.

These insights showed key pain points such as:
- Confusing or incomplete onboarding forms
- No dynamic fields to guide new employees
- Difficulty tracking pending tasks
- Lack of automated notifications
- Time-consuming manual verification

Using this deeper understanding, we designed a structured and intelligent Employee Onboarding Application in ServiceNow. The system includes dynamic forms, automated task creation, document validation, progress tracking, and real-time notifications. This ensures that new employees experience a smooth and guided onboarding process, while HR and IT departments benefit from improved accuracy, reduced manual workload, and better compliance. The empathy-driven design significantly enhanced the user experience, making onboarding faster, more efficient, and error-free for everyone involved.