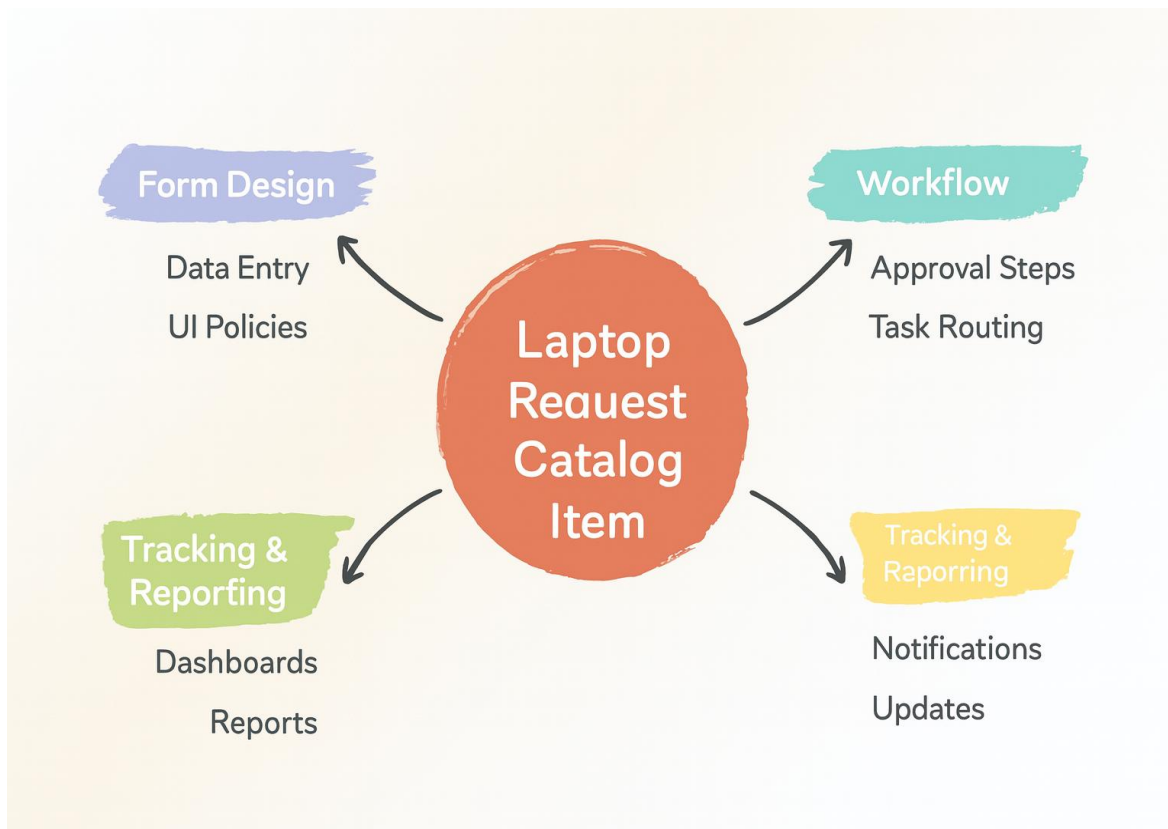


Ideation Phase

Empathy & Discover Template

Date	02 November 2025
Team ID	NM2025TMID08730
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Example:



Empathy Map Canvas :

The Empathy Map Canvas helps to understand the needs, feelings, and expectations of users involved in the laptop request process.

In this project, the primary users are employees who request laptops and the IT administrators who handle those requests.

Employees often feel frustrated with the existing manual process because it involves multiple follow-ups and delays.

They need a system that allows them to submit requests easily and receive quick updates about their approval status.

From the IT department's perspective, the manual tracking of laptop requests creates confusion, additional workload, and communication gaps.

They think an automated solution would reduce manual errors and improve workflow management.

Both users say that transparency, proper notifications, and faster approvals are the key expectations from a new system.

By analyzing what users see, say, think, and feel, the team identified that an automated ServiceNow-based system could provide the best experience.

The Laptop Request Catalog Item thus aims to replace manual processes with a centralized, user-friendly, and time-saving digital solution that benefits both employees and administrators.