

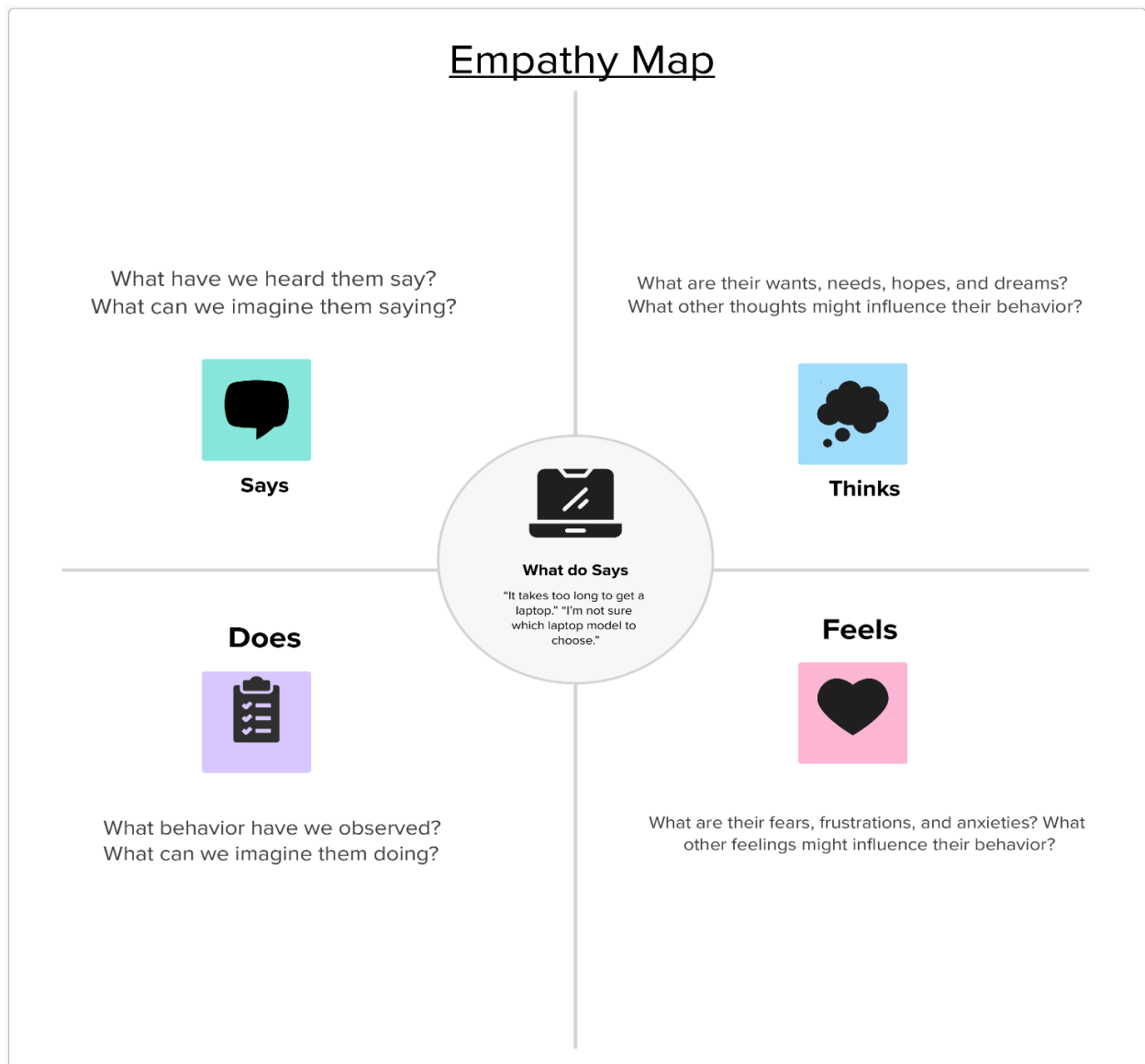
## Ideation Phase

### Empathize & Discover

Date	31 October 2025
Team ID	NM2025TMID08347
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

#### Empathy Map Canvas:

An empathy map for the Laptop Request Catalog Item focuses on the employee experience when requesting laptops an empathy map helps visualize what users say, think, do, and feel. It provides a deeper understanding of the user's needs and frustrations to guide solution design. Below is the empathy map for the Service Catalog laptop request scenario.



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

## Laptop Service Catalog Item

<b>Empathy map</b> <small>An empathy map helps you and your team to step into your customer's shoes to understand their desires and how they might want to use your product.</small>		
<b>User :</b>  Employees who need laptops for official work purposes	<b>Says:</b>  The approval process takes too long." I don't know which laptop configuration I should choose." It's hard to track the request status." Sometimes I fill out the form wrong and have to restart."	<b>Thinks:</b>  The process should be quick and intuitive. Dynamic fields would prevent mistakes. Form reset or validation would make it smoother. A transparent tracking system is essential.
<b>Does:</b>  Sends manual requests via email or spreadsheets. Waits for multiple approvals through different departments. Follows up repeatedly to check the request status.	<b>Feels:</b>  Frustrated due to lack of clarity and delay. Anxious when equipment is urgently needed. Relieved when updates and approvals are automatic.	<b>Pain Points:</b>  Manual and error-prone process. No automated validation or dynamic fields. Delay in approvals and lack of real-time updates. Difficult for IT teams to track progress
<b>Goals:</b>  Request laptops easily using a self-service form. View only relevant fields based on role or department. Receive timely status updates via email or portal. Have audit trails and governance for all changes.		<b>Motivations:</b>  Complete work efficiently with the right equipment. Spend less time on administrative tasks. Ensure smooth onboarding and operational readiness