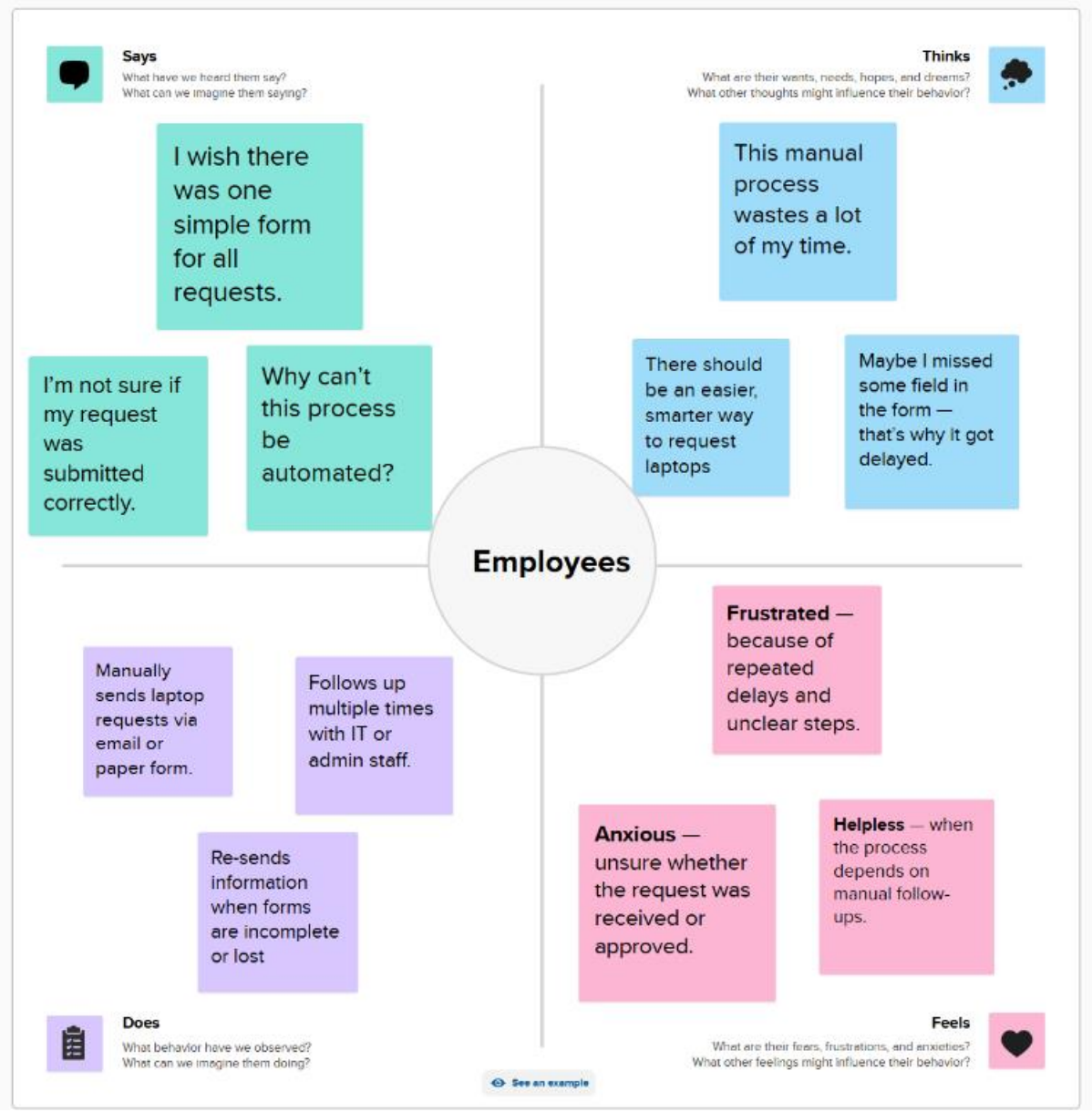
Ideation Phase

Empathize & Discover

Date	02/11/2025
Team ID	NM2025TMID03478
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map



Employees often feel frustrated with the current laptop request process, as it is manual, time-consuming, and unclear. They say things like, “I wish there was one simple form for all requests” and “Why can’t this process be automated?” They think that the existing process wastes valuable time and that there should be a smarter, easier way to request laptops. To complete their requests, employees manually send emails or forms, follow up repeatedly with IT or admin staff, and sometimes resend information when forms are lost or incomplete. These repeated steps make them feel anxious, helpless, and dissatisfied, as they are uncertain whether their requests have been received or approved. An automated, transparent system would make them feel more confident and relieved.