

Ideation Phase

Empathize & Discover

Date	2 November 2025
Team ID	NM2025TMID01266
Project	Laptop Request Catalog Item

Empathy Map Canvas:

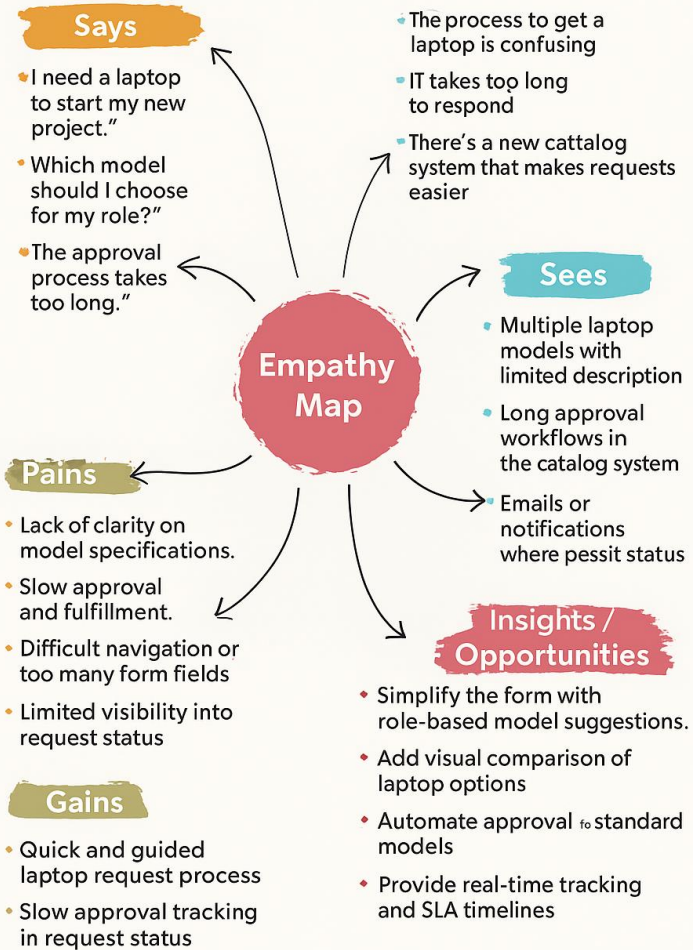
An Empathy Map Canvas for a Laptop Request Catalog Item helps understand the end user's mindset, needs, and challenges while interacting with the service portal to request a laptop. The user, usually a new employee or an existing staff member needing a replacement, expects a simple, quick, and transparent process. Through the empathy map, we explore what the user says, thinks, does, and feels during this journey. The user often says things like "I need my laptop quickly" or "Why are there

so many steps?”, showing frustration with delays and unclear processes. Internally, the user thinks about whether the laptop will arrive on time, if they are choosing the right model, and whether the approval process will be smooth. They hear from colleagues that the request process is slow or confusing, which shapes their expectations even before they begin. When navigating the portal, the user sees multiple laptop models with unclear differences and long forms filled with technical terms. Their actions include logging into the service catalog, searching for the laptop request item, submitting the form, and repeatedly checking for updates. The main pains identified are long approval chains, unclear specifications, limited visibility of request status, and overall delays in delivery. However, the desired gains include a fast, guided, and transparent process with automatic updates, simplified forms, and quick approvals. These insights highlight opportunities to improve the catalog item by introducing role-based laptop recommendations, automated approvals for standard requests, real-time tracking, and better communication through FAQs or chatbot support. Overall, the empathy map reveals that the laptop request process should be user-friendly, transparent, and efficient, ensuring employees feel supported and empowered rather than frustrated and uncertain.

Example:

Empathy Map

for Laptop Request Catalog Item



The Empathy Map for a Laptop Request Catalog Item provides a visual understanding of the user's thoughts, emotions, and experiences when interacting with the laptop request process in a service catalog. At the center, it focuses on the user as the key element, aiming to capture what they say, see, feel, and do throughout their journey. The map highlights that users often express concerns such as the lengthy approval process or unclear laptop specifications. It also shows what they see during the process — such as complex forms or multiple options that can be confusing. Their main pains include delays, lack of transparency, and difficulty tracking request status, while their gains represent their expectations for a faster, smoother, and more transparent process. Finally, the empathy map identifies improvement opportunities like simplifying the catalog form, providing clear comparisons, automating standard approvals, and adding real-time tracking. Overall, the empathy map helps service designers understand user needs deeply and create a more efficient and satisfying laptop request experience.

Example Laptop Request Catalog Item:

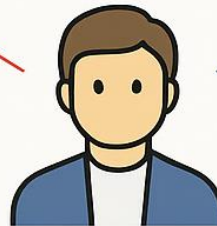
EMPATHY MAP CARLTOP REQUEST CATALOG ITEM

SAYS

- "I need a laptop to start my new project."

HEARS

- "The process to get a laptop is confusing."
- "It takes too long to respond."
- "There's a new catalog system that makes requests easier."



THINKS

- "Which model should I choose for my role?"
- "The approval process takes too long."

PAINS

- "Lack of clarity on model specifications."
- "Slow approval and fulfillment."
- "Difficult navigation or too many form fields."
- "Limited visibility into request status."

USER PERSONA (END USER)

GAINS

- "Quick and guided laptop request process."
- "Transparent tracking from request to delivery."
- "Limited visibility into request status."

GAINS

- "Quick and guided laptop request process."
- "Transparent tracking from request to delivery."
- "Role-based model recommendations."
- "Automatic approvals where possible."
- "Include FAQs or chatbot support for request guidance."

This Empathy Map for a Laptop Request Catalog Item visually captures the experience of an employee (end user) who needs to request a laptop through a service portal. It helps understand the user's perspective, pain points, and improvement opportunities in the process. The employee says things like “I need a laptop to start my new project” or “The approval process takes too long,” expressing their need for timely access and frustration with delays. They think about whether they’ll receive the laptop on time, if the process is transparent, and whether IT will provide the right configuration for their tasks. The user hears from colleagues that the process is confusing and that IT takes a long time to respond, although there might be a new catalog system aimed at improving it. From observation, the user sees multiple laptop models with limited descriptions, lengthy approval workflows, and email updates about the request status. In action, they log in to the Service Portal, search for the laptop request item, compare models, and submit the request while waiting for approval. Their pains include unclear specifications, slow approvals, difficult navigation, and limited visibility into the request’s progress. These lead to frustration and inefficiency. On the other hand, key insights and opportunities highlight how the process can be improved—by simplifying the form with role-based model recommendations, adding visual comparisons of laptops, automating approvals for standard requests, and providing real-time tracking and SLA timelines.