

Ideation Phase

Empathize & Discover

Date	2 November 2025
Team ID	NM2025TMID01560
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas

Understanding the User:

The primary users of this catalog item are employees who need laptops and IT administrators responsible for fulfilling these requests. Understanding their feelings, challenges, and expectations is essential to design a solution that truly meets their needs.

Employees often feel frustrated when their requests take too long or when they don't know the status of their requests. They need a system that is clear, fast, and easy to use. IT staff, on the other hand, want a structured system where they can view, approve, and fulfill requests without confusion or delays.

What the User Thinks and Feels:

Employees think that the current manual request process is inefficient and outdated. They feel uncertain about whether their request has been received or approved. They also worry about delays that may affect their work. The IT team feels overloaded with repetitive emails and paperwork and finds it difficult to manage and prioritize laptop requests manually.

What the User Sees:

Employees see a lack of automation in the current process. They see multiple steps with no clarity and often rely on IT support for updates. IT teams see incomplete request information and must frequently follow up with employees to collect missing details.

What the User Says and Does:

Employees often say, "I'm not sure where to request a laptop," or "My request is pending for a long time." They try to send follow-up emails or messages to IT for updates. IT staff say, "We didn't get the proper details," or "We have too many manual requests to handle." Both sides face communication gaps and unnecessary effort.

What the User Hears:

Employees hear from colleagues that the laptop request process is slow and confusing. IT administrators hear complaints about delays and miscommunication. The perception across departments is that the current system lacks structure and speed.

Pain Points:

- The request process is manual, leading to confusion and delays.
- No real-time tracking of requests or updates.
- Repetitive data entry and lack of dynamic form behavior.
- High dependency on IT for guidance.

Gains and Opportunities:

- Introducing a ServiceNow Catalog Item can eliminate manual paperwork.
- Dynamic fields can guide users through proper selections.
- A reset option allows users to modify inputs without restarting the form.
- Automated workflows and notifications ensure faster approvals and fulfillment.
- Overall improvement in transparency, speed, and accuracy.

Conclusion:

By empathizing with employees and IT administrators, the project identifies their core challenges and expectations. The new **Laptop Request Catalog Item** will empower users with an automated, transparent, and user-friendly experience that benefits everyone involved.