Empathy Map Canvas

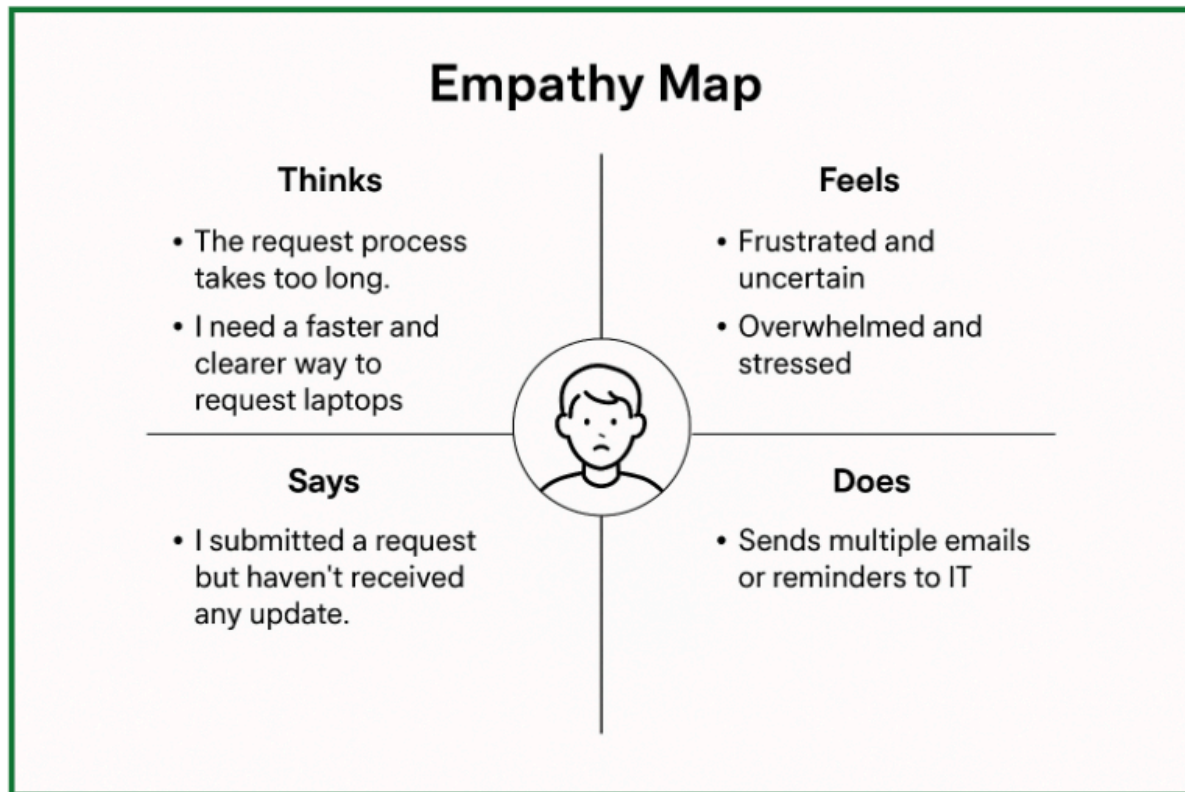| Date	2 November 2025
Team ID	NM2025TMID01594
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team studied how employees and IT administrators currently manage laptop requests within the organization. Through observation and interviews, the team discovered that employees often struggle with the slow, manual approval process and lack of clarity about request status.

Many users expressed frustration due to unclear instructions, repeated follow-ups, and inconsistent communication between departments. IT administrators, on the other hand, found it difficult to track pending requests, validate user details, and maintain accurate asset records without a centralized system.

By empathizing with both employees and administrators, the team identified that the existing system causes delays, confusion, and poor visibility in the overall workflow. These insights highlighted the need for a dynamic, automated Service Catalog form that simplifies the laptop request process and ensures efficient tracking, approval, and notification.

Example:

Example: Service Request Workflow (Laptop Request Application)

By empathizing with end users, we identified key frustrations like manual form filling, delayed approvals, and missing updates.

These insights led to designing a smarter Laptop Request Catalog Item that integrates automation, user guidance, and real-time tracking within ServiceNow. The improved workflow ensures that each request moves seamlessly from submission → approval → assignment → delivery, enhancing efficiency, visibility, and accountability in the organization's IT service process.