Empathize & Discover

Date	
Team ID	LTVIP2025TMID28546
Project Name	LAPTOP REQUEST CATALOG ITEM
Maximum Marks	

Empathy Map – Laptop Request:

This empathy map helps understand the target users' needs, pain points, and experiences related to requesting laptops in an organization. It provides a foundation for building a user-centric ServiceNow catalog item.

Empathy Map

Says:
- I need a laptop for my new role.
- I don't know how long it will take to get approval.
- I want to track my request status easily.

Thinks:
- Will my manager approve this quickly?
- Is there a proper process for this request?
- I hope this form is easy to fill.

user

Does:
- Fills out the laptop request form
- Sends emails to follow up on the request.
- Contacts IT support if there's a delay.

Feels:
- Frustrated with delays in manual approvals
- Uncertain about request status
- Relieved when the process is automates and trasparent