

Ideation Phase

Empathize & Discover

Date	02 November 2025
Team ID	NM2025TMID04313
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

What Is an Empathy Canvas Map?

- An Empathy Map (often called an **Empathy Canvas**) is a powerful **visual thinking tool** designed to gain a deeper, more holistic understanding of a target user's experience.
- It systematically guides teams to articulate what a user experiences by capturing six key dimensions of their perspective: **Thinks, Feels, Sees, Hears, Says, and Does**, alongside their central **Pains** and desired **Gains**.
- It is a foundational element of the **Design Thinking** methodology, proving invaluable during the initial **Ideation and Problem Definition** stages.

Why is Empathy Mapping Vital for This Project?

For the **Laptop Request Catalog Item** project, where the objective is to optimize the employee provisioning process via ServiceNow, the Empathy Map provided critical insight:

- **Pinpointing Frustration:** It helped identify the deep-seated **frustration** employees feel when dealing with manual, opaque, or overly complicated request processes.
- **Defining Emotional Pains:** It captured the specific emotional and logistical **pain points**, such as the stress caused by request delays, the confusion from lack of instructions, and the feeling of being unsupported.
- **Validating True Needs:** It allowed the project to clearly articulate core user needs, which include **speed, unambiguous clarity, and flexibility** within the request form itself.
- **Guiding Intuitive Design:** It provided the blueprint for designing a solution that feels inherently **intuitive, responsive, and supportive** from the perspective of the requesting employee.

Benefits of Using the Empathy Canvas:

- **User-Centered Focus:** It ensured that the solution was built around real user needs rather than assumptions.
- **Stronger Solution Design:** It guided the creation of a dynamic, guided catalog item that directly addressed the issues users face.

- **Enhanced Team Alignment:** It created a **shared visual reference** for the project team, ensuring everyone was aligned on what truly mattered to the employee and what problems had to be solved.

Example: Laptop Request Catalog Item

SAY

How do I ask for new laptop?
 This form is confusing
 It takes too long
 I wish I could start over
 There are too many steps

THINK & FEEL

I hope I fill this out correctly
 Don't want any bother
IT inefficient
 This manual process is **inefficient**
 Worried about delays
 Frustrated with static fields

Employee

DOES

Goes to Service Catalog, finds form
 Scrolls up/down repeatedly
 Leaves form, asks colleague
 Fills out same info multiple times
 Starts over after making error

SAY & DO

How do add a mouse?
 I need help this form
 I need a reset button?
 Where is reset button?
 Submits **incomplete request**

Pain

1. Manual, slow process
2. No guidance on form
- 3. Inaccurate data collection**
4. Lack of transparency/tracking

Gain

1. Quick & efficient requests
2. Guided, dynamic form
3. Accurate data collection
4. Transparent tracking