

Ideation Phase

Empathize & Discover

Date	29 October 2025
Team ID	795852F3221DB4B929C4102734754A06
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.

