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.

Example: Laptop Request Catalog Item

SAY

How do I ask for new laptop?
This form is confuing
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
Frustated with static fields



Employee

DOES

Goes to Service Catalog, finds form Scrolls up/down repeetdly Leaves form, asks collague 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 is reset buttom?
Where is reset button?
Submits incomplete request

Pain

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

Gain

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