Ideation Phase - Empathize & Discover
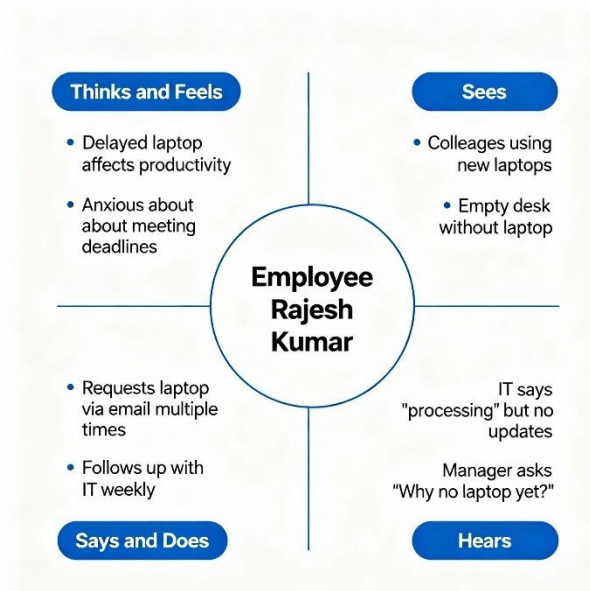
Date	02 November 2025
Team ID	NM2025TMID03898
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observes how employees and IT administrators handle laptop requests in the organization. They learn that many users feel frustrated when they have to fill out lengthy manual forms or send emails for laptop requests, leading to delays and miscommunication. By interviewing stakeholders, they uncover that this issue causes confusion about request status, difficulty tracking accessories needs, and extra work for IT teams to manually process each request.

Gathering these insights helps the team see the real impact on workflows and employee productivity. Understanding the users' daily challenges makes it clear that better form validation, dynamic fields, and automated request tracking are needed. These discoveries will shape solutions that are practical and user-friendly.

Empathy Map:

This empathy map helped us understand user challenges when requesting laptops through manual processes. It shows their pain, actions, and needs for better guidance and dynamic forms. This guided us to design a smarter catalog item that provides clear instructions and conditional field visibility.

Conclusion:

By deeply understanding the users through empathy mapping, we identified the critical risks and frustrations associated with manual laptop request processes. These insights revealed pain points such as lack of form validation, unclear accessory requirements visibility, and absence of request tracking. As a result, we designed a more intelligent and user-friendly system in ServiceNow that integrates dynamic form fields, UI policies for conditional visibility, and update set management for deployment. This ensures that employees can easily request laptops with all necessary information captured accurately, thereby improving efficiency, boosting system reliability, and enhancing user confidence in the IT service delivery process.