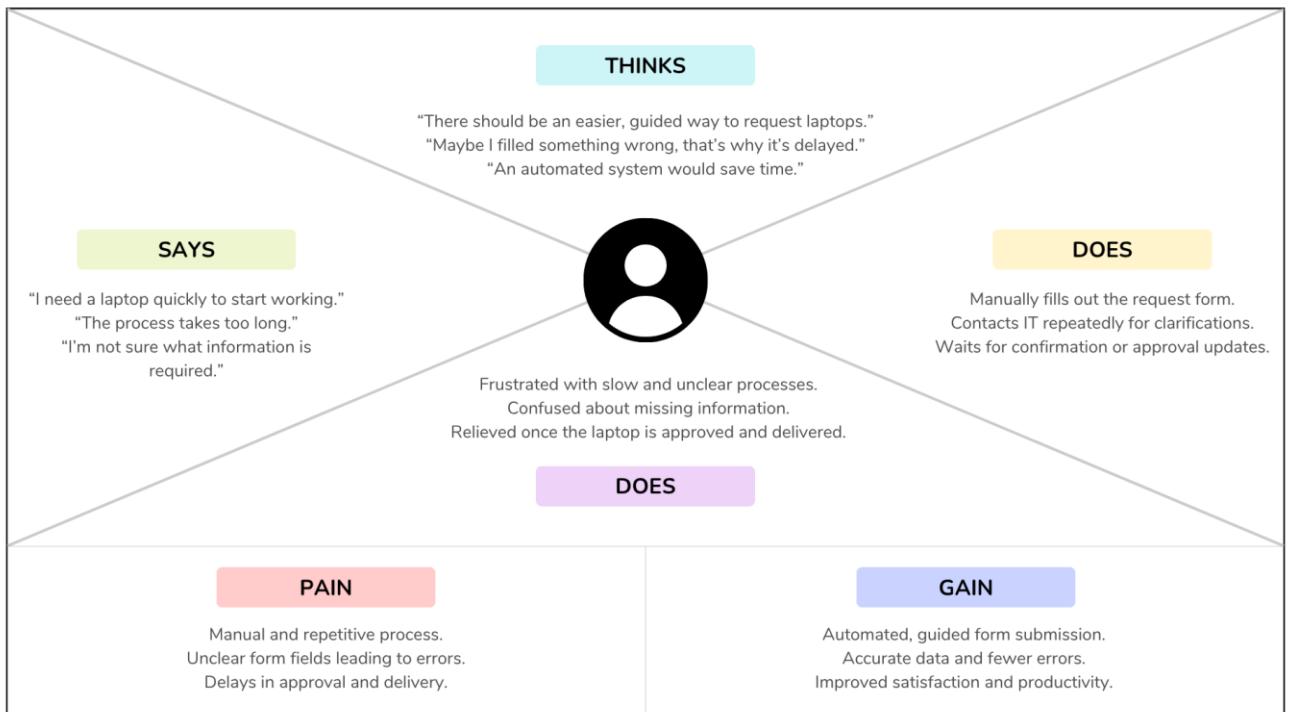


Ideation Phase

Empathize & Discover

Date	31 October 2025
Team ID	NM2025TMID03221
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:



The empathy map highlights the user's experiences and emotions throughout the laptop request process. It provides valuable insights into their frustrations with the manual workflow and the need for a more guided, automated solution. By understanding the user's pains and desired gains, the project focuses on improving efficiency, reducing errors, and enhancing overall satisfaction through a dynamic and user-friendly Service Catalog item.