

Empathy Map Canvas – Laptop Request Catalog Item

Date	01 Nov 2025
Team ID	NM2025TMID04735
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathize & Discover:

In this phase, the team studies how employees and managers currently request laptops through manual or email-based processes. Many users express frustration about delays, unclear request statuses, and lack of transparency in approvals and delivery. Through interviews with employees, IT staff, and approvers, we discovered that users want a self-service and automated way to request laptops directly through ServiceNow.

These insights reveal that the current manual workflow causes confusion, inconsistent communication, and missed deadlines. Understanding these user experiences helped the team design a smoother, automated, and trackable catalog item process that improves satisfaction and efficiency.

Example:

By deeply understanding user needs, we designed a Laptop Request Catalog Item in ServiceNow that allows employees to select laptop models, view available stock, upload justification (if required), and track approval status in real time. This solution reduces administrative workload, improves response time, and enhances transparency in asset allocation.

Flow Chart (Laptop Request Catalog Item):

