

Ideation Phase

Empathize & Discover

Date	07 November 2025
Team ID	NM2025TMID04231
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

LAPTOP REQUEST CATALOG ITEM

<p>1. WHAT THE USER HEARS</p> <ul style="list-style-type: none">• You have to email IT for a laptop request.• It usually takes days before they respond.• Sometimes they reject it because the form isn't filled correctly.• You must manually follow up to know the status.• Other departments already have a smoother process.	<p>2. WHAT THE USER SEES</p> <ul style="list-style-type: none">• A long, static, and confusing manual request form.• Lack of dynamic fields or clear instructions.• Uncertainty about request progress or approval.• Inconsistent response times from IT.• Peers frustrated with the same process.
<p>3. WHAT THE USER SAYS & DOES</p> <ul style="list-style-type: none">• Why can't we just have an online form for this?• I don't know which laptop model to choose.• I already filled this form, why do they need it again?• Frequently emails or calls IT for status updates.• Tries to copy old request formats to avoid mistakes.	<p>4. WHAT THE USER THINKS & FEELS</p> <ul style="list-style-type: none">• Frustrated by manual steps and delays.• Uncertain whether the request reached the IT department.• Impatient because laptop approval delays affect work readiness.• Worried about missing details causing rejections.
<p>5. PAINS</p> <ul style="list-style-type: none">• Manual, time-consuming process.• No form validation → incomplete or inaccurate requests.• No visibility into request status.• Repetitive work and confusion over required details.• Poor communication between requester and IT.	<p>6. GAINS</p> <ul style="list-style-type: none">• A dynamic, guided form that adjusts based on user input.• Automatic tracking and approval workflow.• Reset option to clear and refill the form easily.• Notifications and transparency at every stage.• Audit trail for governance and deployment compliance.