

HEAR

- Manager/IT confirmation or queries
- Emails or notifications about request status
- Feedback from colleagues about the request process

THINK & FEEL

- "Will my request be approved?"
- "Will I get the right laptop?"

SEE

- ServiceNow catalog items
- Laptop options (models/specs)
- Status updates and approval messages

SAY & DO

- "I need a laptop."
- "How long will it take?"
- "Can I choose the model?"

PAIN

- Delayed approvals
- Unclear form fields
- Limited laptop choices

GAIN

- Quick approval and delivery
- Easy request process
- Right laptop with needed specs