

THINK & FEEL

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

HEAR

- Manager/IT confirmation or queries
 - Emails or notifications about request status
 - Feedback from colleagues about the request process
- "I need a laptop."
 - "How long will it take?"
 - "Can I choose the model?"

SEE

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

SAY & DO

PAIN

- Delayed approvals
- Unclear form fields
- Limited laptop choices

GAIN

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