

### **Ideation Phase**

#### **Empathize & Discover**

Date	04-11-2025
Team ID	NM2025TMID06505
Project Name	Laptop Request Catalog Item
Maximum Marks	100 Marks

### **Empathy Map Canvas:**

For a laptop request service catalog item, an Empathy Map helps understand the user's motivations, frustrations, and needs throughout the process. This goes beyond the basic form fields to create a more user-centered experience. The persona in the center of the canvas represents the employee making the request.

**Template**

**Empathy map canvas**

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

**Develop shared understanding and empathy**

For legacy requests existing item

**See**

What are we experiencing about them? Is it through observation and observation of their language or communication process during the same request process?

**Hear**

What do they need to say? What messages do they communicate about the request details now?

**Think**

What knowledge or interests does the requestor have about the request or the help request process?

**Feel**

What would make the requester feel smooth, calm, and happy? What would make the requester feel angry, annoyed, or upset?

**What do they need to do?**

What steps does the requester need to take to resolve the issue after submitting this request? What follow-up actions might they need to take after submitting this request?

**What do they want?**

What does the requester care about? What are the service needs or interests? What answers, notifications, or emails do they care throughout the request and resolution process?

**What do they say?**

What does the requester say when they make the service request or contact us? What answers, notifications, or emails do they care throughout the request and resolution process?

**What do they do?**

What do they do about the request process? What are the steps they take when they receive the request or notification? What do they do to get a response?

**What's important to them?**

**Next steps**

What's coming up next? What's the timeline for the request? What's the status of the request?

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