

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.



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.

Designed by Spotify for the UX team



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Read some inspiration? See a full version of the canvas at <https://www.spotify.com/ux/empathy-map/>

Develop shared understanding and empathy

For topics requiring existing items

