Ideation Phase
Empathize & Discover

Date	1 NOVEMBER 2025
Team ID	NM2025TMID01871
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas is a simple and effective tool that helped our team understand the users of the *Laptop Request Catalog Item Using ServiceNow* system. It allowed us to visualize user behaviors, attitudes, needs, and challenges. By developing this catalog item, we ensured that our solution aligned with the real-world needs and workflows of employees requesting laptops.

Purpose:

Creating the empathy map allowed the team to:

- Understand employee frustrations and expectations regarding the current laptop request process.
- Identify daily challenges faced in requesting, approving, and tracking laptop allocations.
- Build system features that match user priorities such as automation, clarity, and efficient approval workflows.
- Ensure that each function—from form submission to approval and deployment—addresses genuine employee and IT process pain points rather than assumptions.

User Perspective Captured:

Aspect	Details Captured
Says	I want one place where I can easily request a laptop without delays. It would help if the form showed only relevant options for my role or department.
Thinks	Why does the approval take so long? Am I filling out the right details, or will IT send it back?
Does	Submits laptop requests through emails or manual forms. Follows up repeatedly with IT or managers for status updates.
Feels	Frustrated by the slow, unclear request process. Relieved when the request system works smoothly and provides timely updates.

Outcome:

Through this empathy mapping process, the team:

- Prioritized an intuitive and user-friendly **laptop request form** with clear guidance and dynamic fields.

- Designed **automated approval workflows** to reduce delays and ensure smooth processing.

- Implemented **real-time status tracking and reset options** to enhance user control and transparency.

- Integrated **change tracking and governance mechanisms** to ensure accountability and efficient deployment.

Empathy Map Canvas

The Empathy Map Canvas helped the team understand the end users of the Laptop Request Automation System built on ServiceNow. It facilitated visualization of user thoughts, feelings, and behaviors to design a user-centric solution.

Says

"I want one place where I can easily request a laptop without delays.

"It would help if the form showed only the options relevant to my role or department.

Thinks

- Why does the laptop approval process take so long?

- Am I filling the right details, or will IT reject my request?

Does

Submits laptop requests manually or through email.

Follows up with IT or managers to check request status.

Feels

- Frustrated by unclear or delayed approval processes.

- Relieved when requests are processed quickly and transparently.

Outcome

The team designed a dynamic and user-friendly catalog form with automated workflows, real-time tracking, and change governance to enhance employee experience