

Ideation Phase

Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID05464
Project Name	Laptop Request Catalog Item
Maximum Mark	4 Marks

Empathy Map Canvas:

During the Empathize & Discover phase, the team analyzed how employees interacted with the existing laptop request process. Through interviews and feedback sessions, it became clear that many users felt confused, frustrated, and uncertain while submitting their requests. The absence of dynamic form guidance, unclear field instructions, and lack of real-time updates often resulted in delays and incomplete submissions.

By understanding users' perspectives, the team identified several key pain points:

- Employees are unsure which laptop model is best suited for their job role.
- They don't clearly understand what type of justification is required.
- There is no confirmation or status update after submitting a request.
- IT administrators face challenges due to inconsistent data and manual tracking.

Empathy Map Keywords:

Profile – Employee

Lifecycle – Request → Approval → Delivery

User – Staff needing laptops

Assignment – Laptop type, justification

Ownership – IT Admin, Manager

Status – Pending, Approved, Delivered

Risk – Delays, incomplete data

Empathy Map – Think, Feel, Say, Do

Trigger – Need for laptop

Audit Trail – Request history

Prevention – Form validation

Compliance – Approval workflow

System Control – UI Policies

Policy – Role-based access

Integrity – Accurate data

Workflow – Request routing

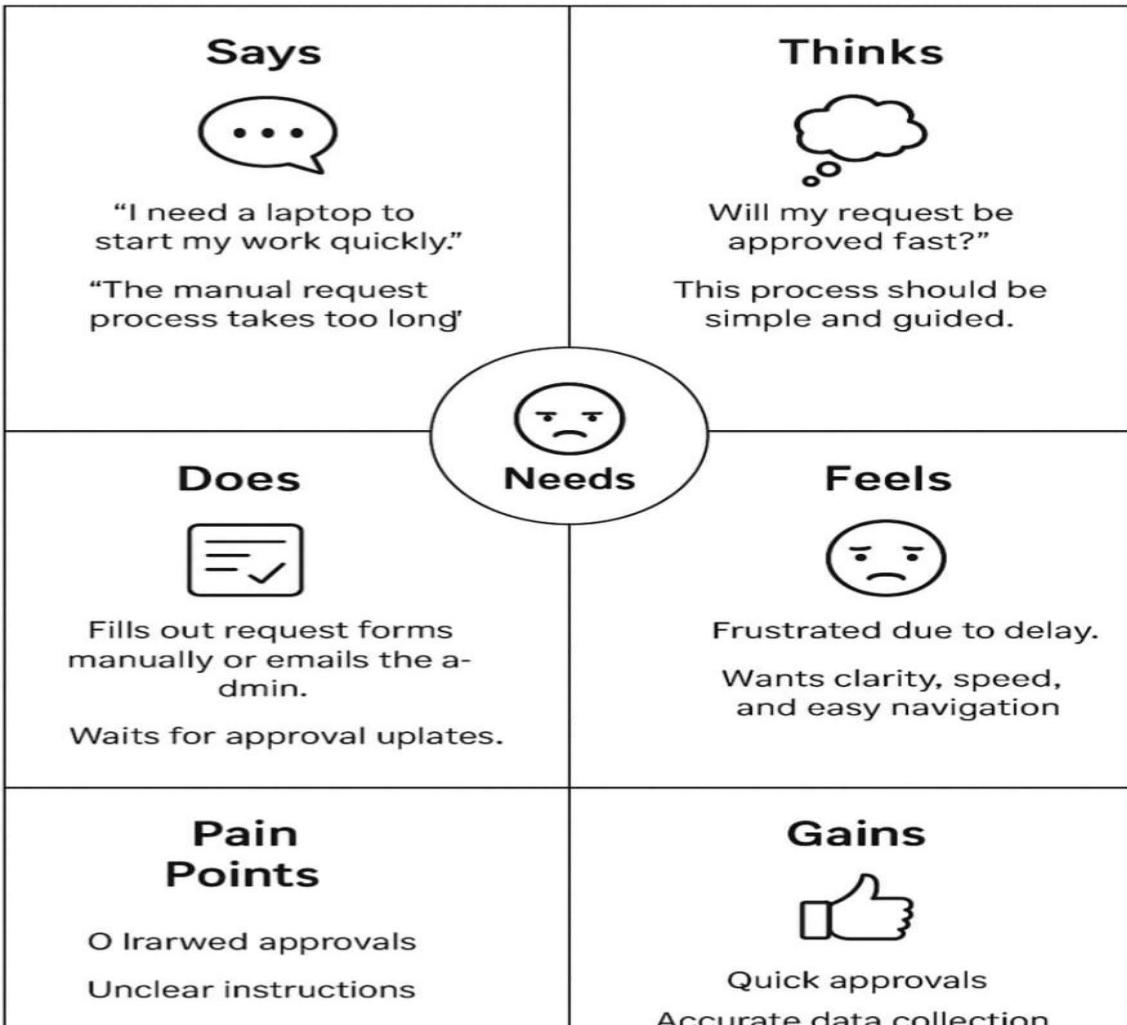
Rules – Mandatory fields

Validation – Dynamic checks

Example: Laptop Request vs. Online Train Ticket Booking

Just like booking a train ticket online, where users face confusion with seat selection, payment failures, and lack of confirmation, employees experience similar challenges when requesting laptops:

Think & Feel	“I need a laptop urgently, but I don’t know which model to choose.” “Will my request go through or get rejected?”
Hear	“Make sure you fill all fields correctly.” “Approval might take time.”
See	A static form with no guidance, no preview of laptop specs
Say & Do	Ask colleagues for help, submit incomplete forms, follow up manually
Pain	Delays, rejections, no confirmation, unclear approval process
Gain	Guided form, dynamic fields, instant confirmation, clear approval tracking



Empathy Map Summary:

Through empathy mapping, we gained a deeper understanding of users' challenges within the laptop request process. The main issues identified were:

- Insufficient guidance on how to fill out form fields
- Lack of real-time feedback or request status updates
- Unclear approval requirements

In response, we developed an enhanced Service Catalog Item that:

- Utilizes UI Policies to provide dynamic, step-by-step user guidance
- Incorporates reset and submit buttons for greater usability
- Sends automated notifications for approval and delivery updates
- Tracks requests for better auditing and governance

This improved system increases accuracy, minimizes delays, and enhances user trust and satisfaction with the laptop request process.