

Ideation Phase

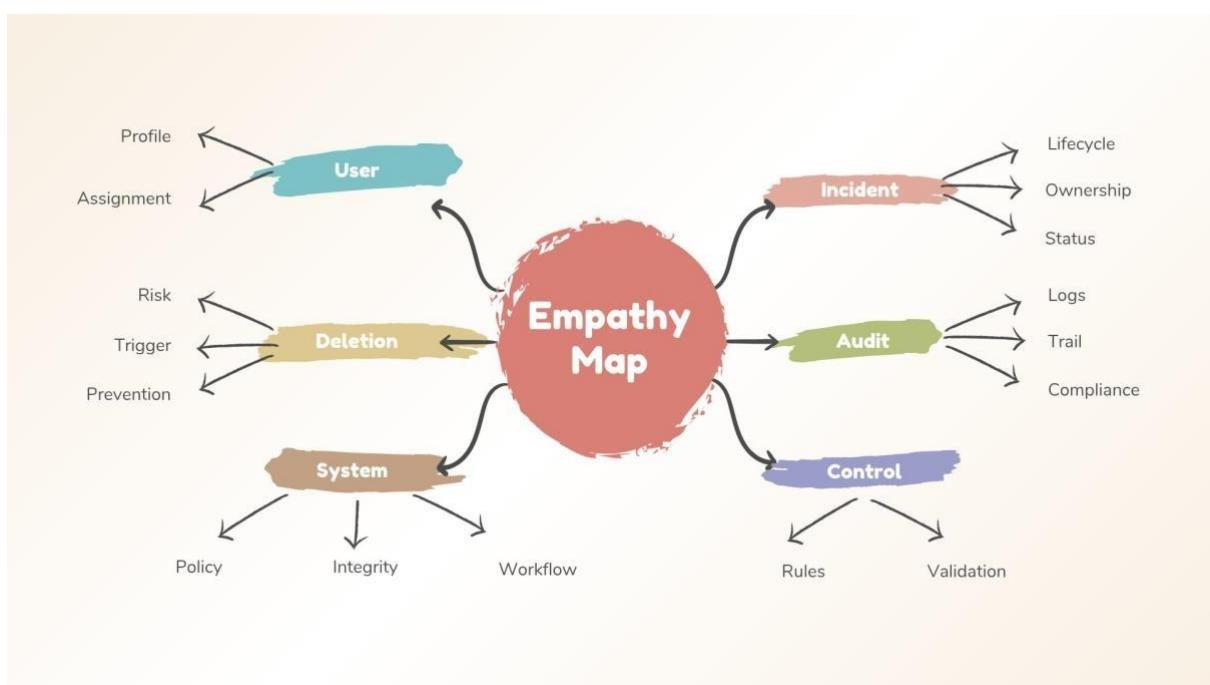
Empathize & Discover

Date	27 OCTOBER 2025
Team ID	NM2025TMID09063
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

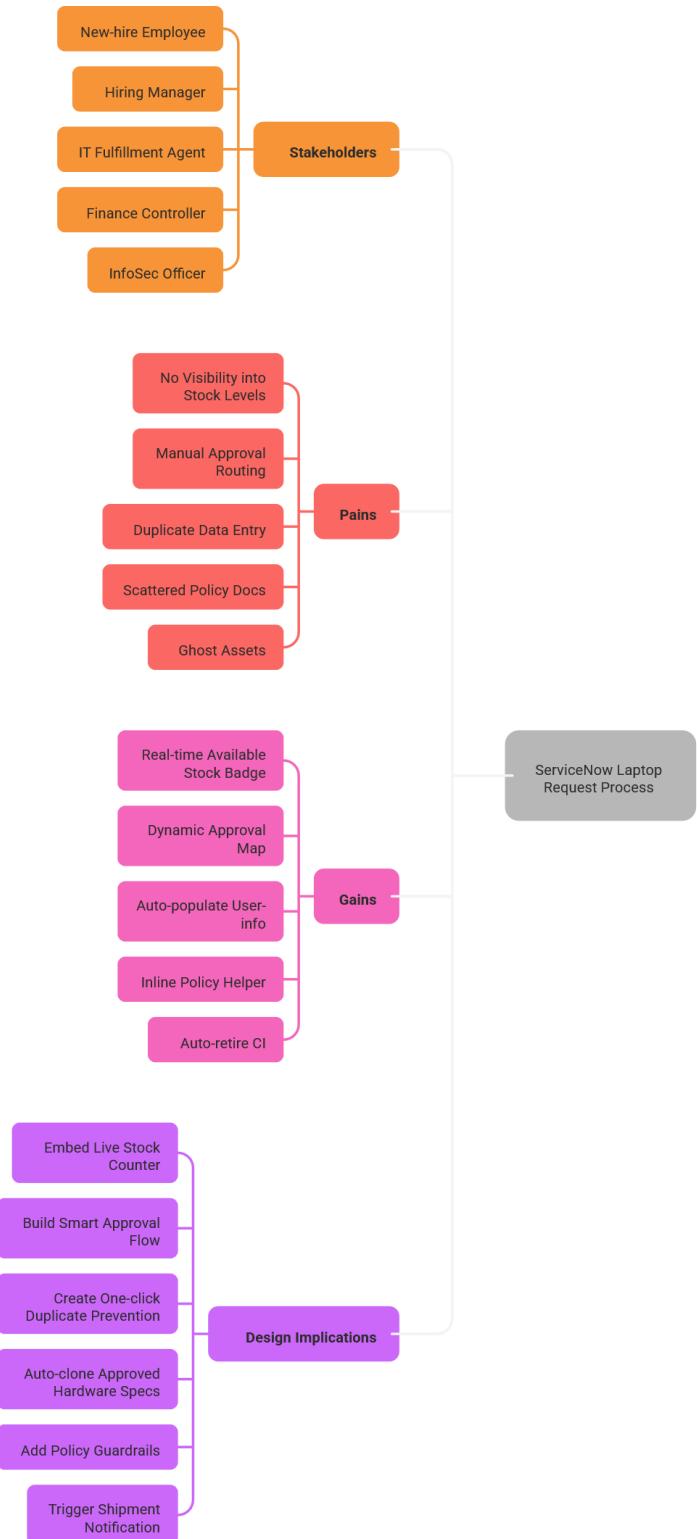
In the Empathize & Discover phase, an empathy map canvas created to deeply understand the perspectives and experiences of various stakeholders involved in the laptop requesting process within ServiceNow. The goal is to identify pain points and opportunities for improvement, ultimately leading to a more efficient and user-friendly experience. The canvas explores what stakeholders say, do, think, and feel, providing a comprehensive view of their needs and challenges. This understanding will inform design decisions and guide the development of solutions that address the identified issues.

Example:



The empathy map helped us understand user challenges when deleting assigned users. It shows their pain, actions, and needs for better control and alerts. This guided us to design a safer system that prevents accidental deletion.

ServiceNow Laptop Request Process Analysis



This document presents an empathy map canvas created to deeply understand the perspectives and experiences of various stakeholders involved in the laptop requesting process within ServiceNow. The goal is to identify pain points and opportunities for improvement, ultimately leading to a more efficient and user-friendly experience. The canvas explores what stakeholders say, do, think, and feel, providing a comprehensive view of their needs and challenges. This understanding will inform design decisions and guide the development of solutions that address the identified issues.