

## Ideation Phase

### Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID01366
Project Name	Laptop Request Catalog Item
Maximum Mark	4 Marks

#### **Empathy Map Canvas**

In the Empathize & Discover phase, the team observed how employees interact with the laptop request process. Through interviews and feedback sessions, they discovered that users often feel confused, frustrated, and uncertain during the request journey. The lack of dynamic guidance, unclear field requirements, and absence of real-time updates leads to delays and incomplete submissions.

By empathizing with users, the team identified key pain points:

- Users don't know which laptop type suits their role.
- They're unsure what justification is expected.
- They receive no confirmation or status updates after submitting the form.
- IT admins struggle with inconsistent data and manual tracking.

These insights helped shape a solution that is intuitive, responsive, and transparent — improving both user experience and backend efficiency.

#### **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

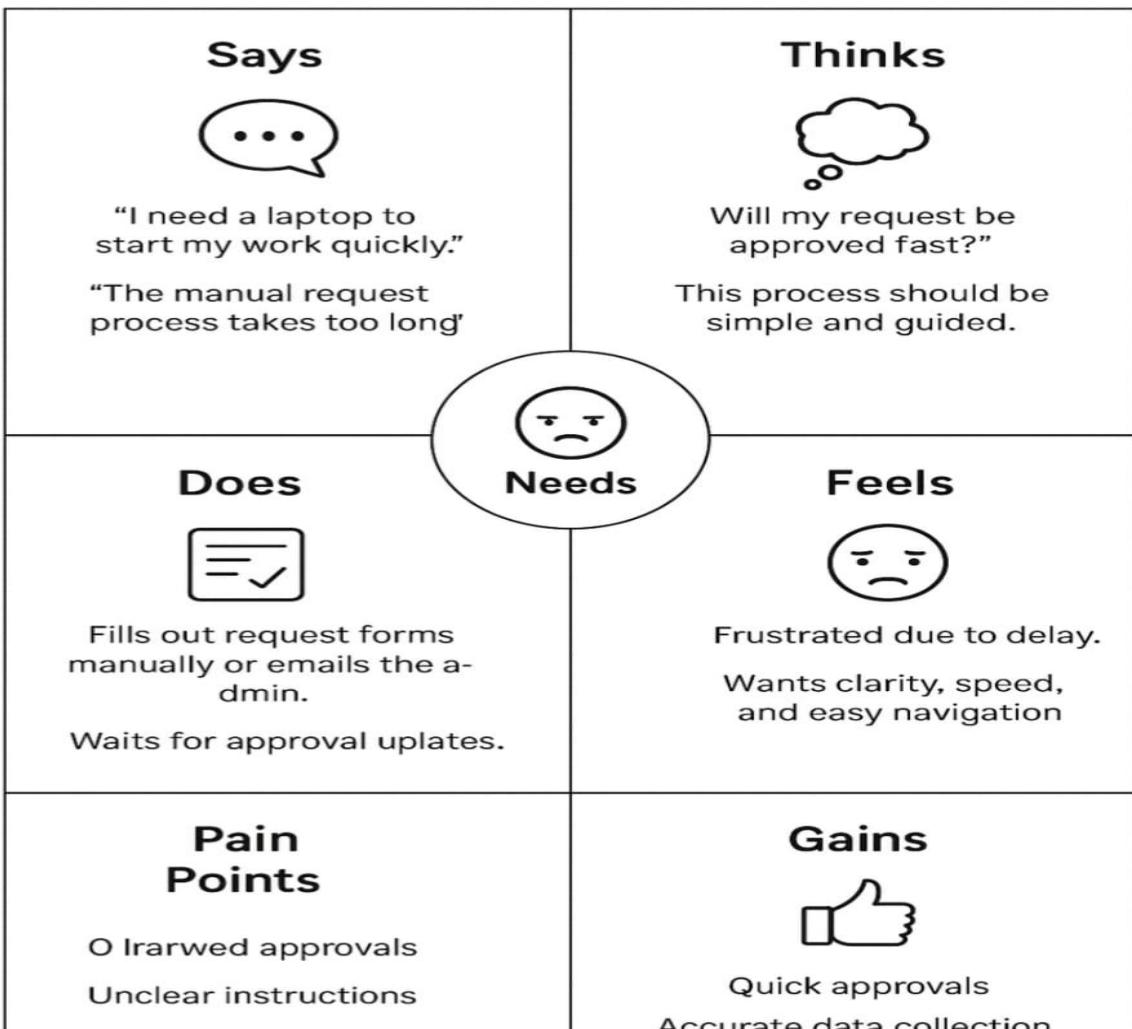
**Rules** – Mandatory fields

**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

By deeply understanding the users through empathy mapping, we identified the critical frustrations in the laptop request process. These include:

- Lack of guidance on form fields
- No real-time feedback or status updates
- Uncertainty about approval criteria

As a result, we designed a smarter Service Catalog item that:

- Uses UI Policies to guide users dynamically
- Includes reset and submit buttons for ease of use
- Sends automated notifications for approvals and delivery
- Tracks requests for audit and governance

This solution improves accuracy, reduces delays, and builds user confidence in the system