

Ideation Phase

Empathize & Discover

Date: 02 November 2025

Team ID: NM2025TMID04060

Project Name: Laptop Request Catalog Item

Empathy Map Canvas:

In the *Empathize & Discover* phase, the team analyzed how employees, managers, and IT administrators currently manage laptop requests within the organization. Through interviews and observation, they discovered that employees often face long delays when requesting laptops due to manual processes and lack of a centralized system. Many users feel uncertain about the status of their requests, while managers struggle to track approvals or validate hardware needs efficiently.

The IT department also expressed frustration in maintaining inventory records because there is no automated link between laptop allocation and asset management. Without a proper catalog item, the process becomes inconsistent and time-consuming. Employees submit requests through emails or messages, which leads to missed approvals and miscommunication between departments.

By empathizing with these stakeholders, the team understood the emotional and functional pain points affecting day-to-day productivity. Employees want clarity and transparency; managers want control and visibility; and IT administrators need automation and accurate tracking. These insights highlighted the importance of creating a **Laptop Request Catalog Item** that simplifies and standardizes the entire process.

The empathy mapping exercise helped the team clearly identify what each user group *thinks, feels, says, and does*.

- **Thinks:** Employees think the approval process is slow and confusing.
- **Feels:** They feel frustrated and anxious about when their request will be fulfilled.
- **Says:** "I don't know who to contact for status updates."
- **Does:** They send repeated follow-ups or escalate the issue informally.

For IT managers:

- **Thinks:** "We need an automated, trackable system."
 - **Feels:** Overwhelmed by manual work and incomplete asset records.
 - **Says:** "It's hard to know who got which laptop."
 - **Does:** They manually cross-check requests against inventory.
-

By deeply understanding these users through empathy mapping, the team identified key challenges like poor visibility, lack of automation, and inefficient communication. These insights guided the design of a *Laptop Request Catalog Item* in ServiceNow that includes automated workflows, approval routing, notifications, and asset linkage. This ensures faster processing, accurate tracking, and improved satisfaction for all users — employees, managers, and IT teams alike.