

Ideation Phase

Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID07861
Project Name	Laptop Request Catalog Item
Maximum Mark	4 Marks

Empathy Map Canvas

During the **Empathize & Discover** phase, the team closely observed how employees interacted with the existing laptop request process. Through user interviews and feedback sessions, they uncovered that employees often felt **confused, frustrated, and uncertain** throughout the journey. The absence of dynamic guidance, unclear field requirements, and lack of real-time updates resulted in **delays, errors, and incomplete submissions**.

By putting themselves in the users' shoes, the team identified several key pain points:

- Employees are unsure which laptop type best fits their job role.
- They lack clarity on the justification expected for approval.
- No confirmation or status updates are provided after submission.
- IT administrators face challenges with inconsistent data and manual tracking.

These findings inspired the team to design a solution that is **user-friendly, responsive, and transparent**, ensuring a better **user experience** and improved **backend efficiency**.

Empathy Map Keywords

Profile: Employee

Lifecycle: Request → Approval → Delivery

User: Staff members requesting laptops

Assignment: Choosing laptop type and providing justification

Ownership: IT Administrator, Manager

Status: Pending → Approved → Delivered

Risk: Delays, incomplete or inconsistent data

Empathy Map Dimensions: Think, Feel, Say, Do

Trigger: Need for a new laptop

Audit Trail: Record of request history

Prevention: Form validation and error checks

Compliance: Approval workflow enforcement

System Control: UI policies for conditional visibility

Policy: Role-based form access

Integrity: Ensuring accurate and complete data

Workflow: Automated request routing

Rules: Mandatory field enforcement

Validation: Dynamic field checks

Example: Laptop Request vs. Online Food Delivery App

Just like ordering food online, where users may struggle with confusing menus, delayed deliveries, and lack of updates, employees experience similar challenges when requesting laptops through a manual system

Think & Feel	“I need a laptop quickly to start my project.” “I’m not sure which model matches my role or workload.”
Hear	“Approval might take days.” “Choose wisely; once submitted, you can’t change the request.”
See	A static form with limited options and no laptop details or comparison view.
Say & Do	Ask peers for suggestions, fill forms based on guesses, send multiple follow-up emails.
Pain	Unclear process, approval delays, no request tracking, repeated manual corrections.
Gain	Smart form with suggestions, real-time tracking, status notifications, and automated approvals.

Laptop Request vs. Online Food Delivery App

Think & Feel		Online Foodivery App	
	I need a laptop quickly to start my project		I'm hungry now! What do I feel like eating?
Hear	I'm not sure which makes my role		Your order is being prepared
	Choose wisely, once submitted, you can't change it		Photos of food, restaurant ratings, real-time map
	A static form with limited options		Delivery in 20-30 minutes
Say & Do	Ask peers, fill forms by guessing, send follow-ups		Browse menus, customize order, track driver
Pain	 Unclear process, delays, no tracking		Wrong order, late delivery, cold food
	Smart form, tracking, status updates, automated approvals		Easy browsing, fast delivery, live updates, saved preferences

Empathy Map Summary

Through **empathy mapping**, the team gained a deep understanding of employees' real challenges in the laptop request process. Key frustrations identified include:

- Limited guidance while filling out form fields
- No real-time feedback or status visibility
- Unclear approval requirements and criteria

To address these pain points, the team developed a **smarter and more user-centric Service Catalog item** that:

- Utilizes **UI Policies** to provide dynamic field guidance
- Offers **submit** and **reset** options for a smoother user experience
- Sends **automated notifications** during approval and delivery stages
- Maintains a complete **audit trail** for tracking and governance

This improved solution enhances **accuracy**, minimizes **processing delays**, and strengthens **user trust and confidence** in the system.