Ideation Phase

Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID00585
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
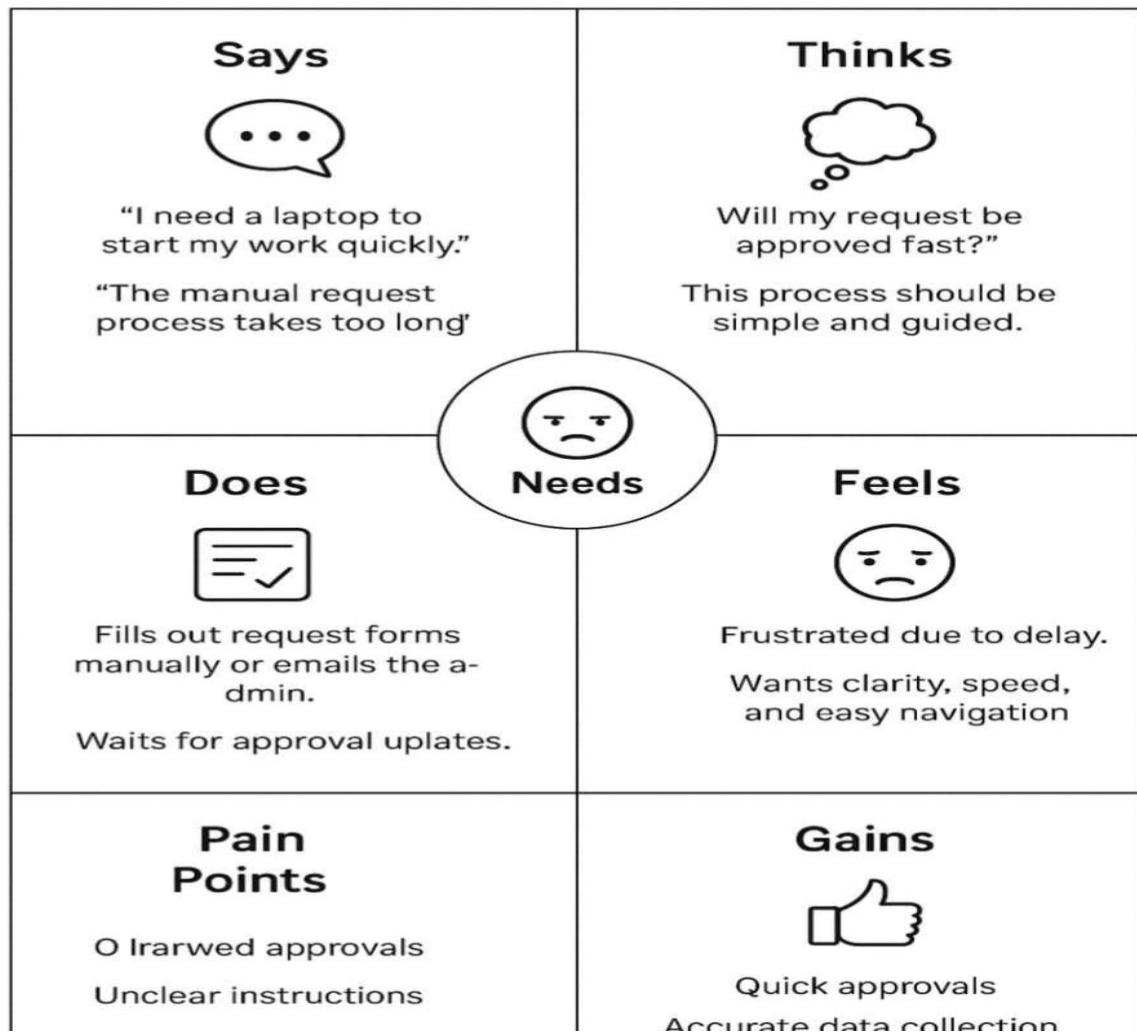**Integrity** – Accurate data
Workflow – Request routing
Rules – Mandatory fields
Validation – Dynamic checks

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:

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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

Says
"I need a laptop to start my work quickly."

"The manual request process takes too long'

Thinks
Will my request be approved fast?"

This process should be simple and guided.

Needs

Does
Fills out request forms manually or emails the a-dmin.

Waits for approval uplates.

Feels
Frustrated due to delay.

Wants clarity, speed, and easy navigation

Pain Points
O Irarwed approvals

Unclear instructions

Gains
Quick approvals

Accurate data collection

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