


# Ideation Phase

## Empathize & Discover

Date	01 November 2025
Team ID	NM2025TMID01018
Project Name	LAPTOP REQUEST CATALOG ITEM
Maximum Marks	4 Marks

### Empathy Map Canvas:

Template



### Empathy map canvas

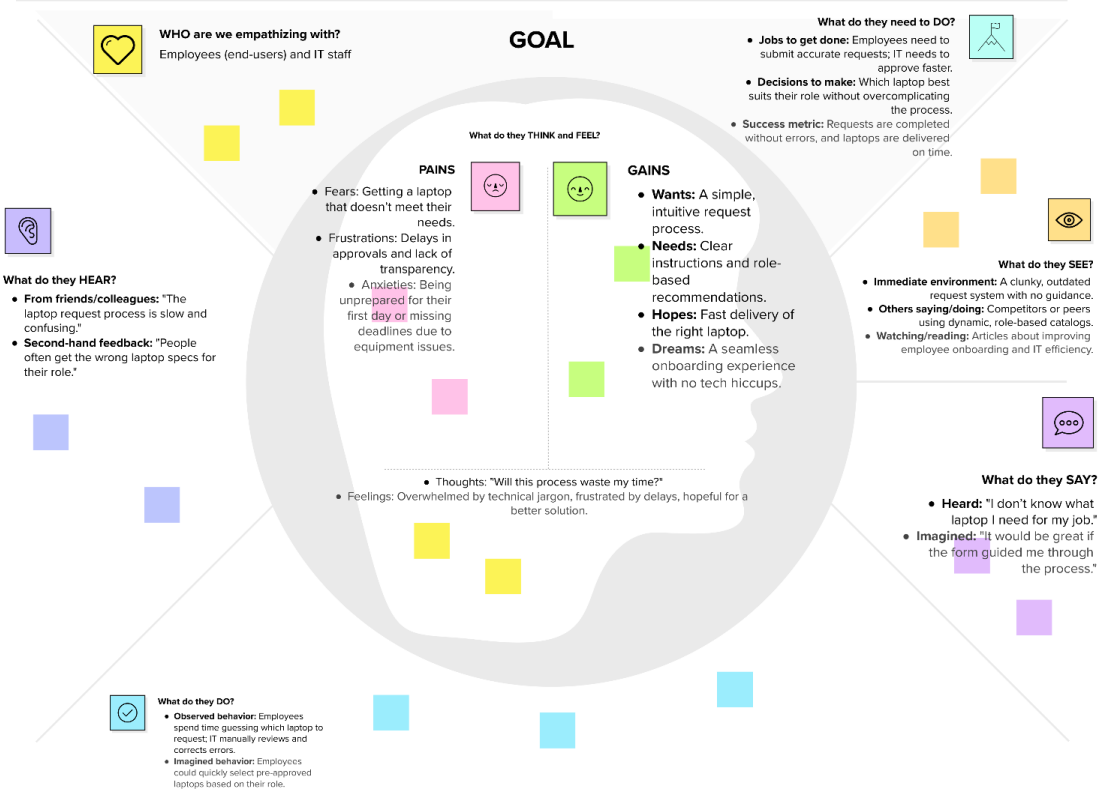
- Employees (end-users) and IT staff are the primary groups impacted.
- Employees struggle with unclear options and delays in receiving laptops.
- IT staff face inefficiencies due to manual processing and incomplete submissions. Observations show employees often guess which laptop to request, leading to mismatches, and IT spends extra time clarifying details. Both groups need a streamlined, intuitive process that reduces errors, speeds up approvals, and provides clear guidance based on roles.

Originally created by Dave Grey at XPLANE™

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### Develop shared understanding and empathy

Employees and IT staff are the primary groups impacted by the laptop request process. Employees struggle with unclear options and delays in receiving laptops, while IT staff face inefficiencies due to manual processing and incomplete submissions. Observations show employees often guess which laptop to request, leading to mismatches, and IT spends extra time clarifying details. Both groups need a streamlined, intuitive process that reduces errors, speeds up approvals, and provides clear guidance based on roles.



The diagram is a large head silhouette divided into sections for different types of user insights. The top left section, 'WHO are we empathizing with?', identifies 'Employees (end-users) and IT staff'. The top right section, 'GOAL', lists 'Jobs to get done' (submit accurate requests), 'Decisions to make' (choose the right laptop), and a 'Success metric' (requests completed without errors). The left side of the head contains 'What do they HEAR?', including feedback from friends and second-hand feedback. The bottom left section, 'What do they DO?', describes observed and imagined behaviors. The bottom right section, 'What do they SAY?', includes heard and imagined statements. The center of the head is divided into 'PAINS' (fears, frustrations, anxieties) and 'GAINS' (wants, needs, hopes, dreams). The bottom center section, 'What do they THINK and FEEL?', includes thoughts and feelings about the process. The right side of the head contains 'What do they SEE?', including the immediate environment, others' actions, and reading materials. The diagram is surrounded by a grid of colored squares (yellow, blue, green, pink, purple) that represent different data points or insights.

**WHO are we empathizing with?**  
Employees (end-users) and IT staff

**GOAL**

- Jobs to get done:** Employees need to submit accurate requests; IT needs to approve faster.
- Decisions to make:** Which laptop best suits their role without overcomplicating the process.
- Success metric:** Requests are completed without errors, and laptops are delivered on time.

**What do they HEAR?**

- From friends/colleagues:** "The laptop request process is slow and confusing."
- Second-hand feedback:** "People often get the wrong laptop specs for their role."

**What do they DO?**

- Observed behavior:** Employees spend time guessing which laptop to request; IT manually reviews and corrects errors.
- Imagined behavior:** Employees could quickly select pre-approved laptops based on their role.

**What do they SAY?**

- Heard:** "I don't know what laptop I need for my job."
- Imagined:** "It would be great if the form guided me through the process."

**What do they THINK and FEEL?**

- Thoughts:** "Will this process waste my time?"
- Feelings:** Overwhelmed by technical jargon, frustrated by delays, hopeful for a better solution.

**PAINS**

- Fears:** Getting a laptop that doesn't meet their needs.
- Frustrations:** Delays in approvals and lack of transparency.
- Anxieties:** Being unprepared for their first day or missing deadlines due to equipment issues.

**GAINS**

- Wants:** A simple, intuitive request process.
- Needs:** Clear instructions and role-based recommendations.
- Hopes:** Fast delivery of the right laptop.
- Dreams:** A seamless onboarding experience with no tech hiccups.

**What do they SEE?**

- Immediate environment:** A clunky, outdated request system with no guidance.
- Others saying/doing:** Competitors or peers using dynamic, role-based catalogs.
- Watching/reading:** Articles about improving employee onboarding and IT efficiency.

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