

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID30301
Project Name	Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map for the Laptop Request Catalog Item helps us understand the user—typically a new joiner or existing employee—who needs to request a work laptop. The user says things like “I need a laptop before my start date” or “I wish I could track my request,” while they think about whether the process will go smoothly and if they’ll receive the right device on time. They see a generic, unclear form with no model guidance or real-time updates and do things like manually fill out forms, send emails to IT, and submit multiple requests if accessories are missed. As a result, they often feel frustrated, anxious, and unsupported. Their main goals are to request the right laptop quickly, have a clear and guided experience, and receive regular status updates. However, they face challenges such as unclear form fields, a lack of transparency, no mobile or bulk support, and the need to chase information manually—making it crucial to design a solution that truly meets their needs.

Example:



