

<b>Date</b>	<b>31 OCTOBER 2025</b>
<b>Team ID</b>	<b>NM2025TMID00065</b>
<b>Project Name</b>	<b>Laptop Request Catalog Items</b>
<b>Maximum Marks</b>	<b>4 Marks</b>

## Ideation Phase

### Empathize & Discover

#### Empathy Map Canvas: Employee (Requester)

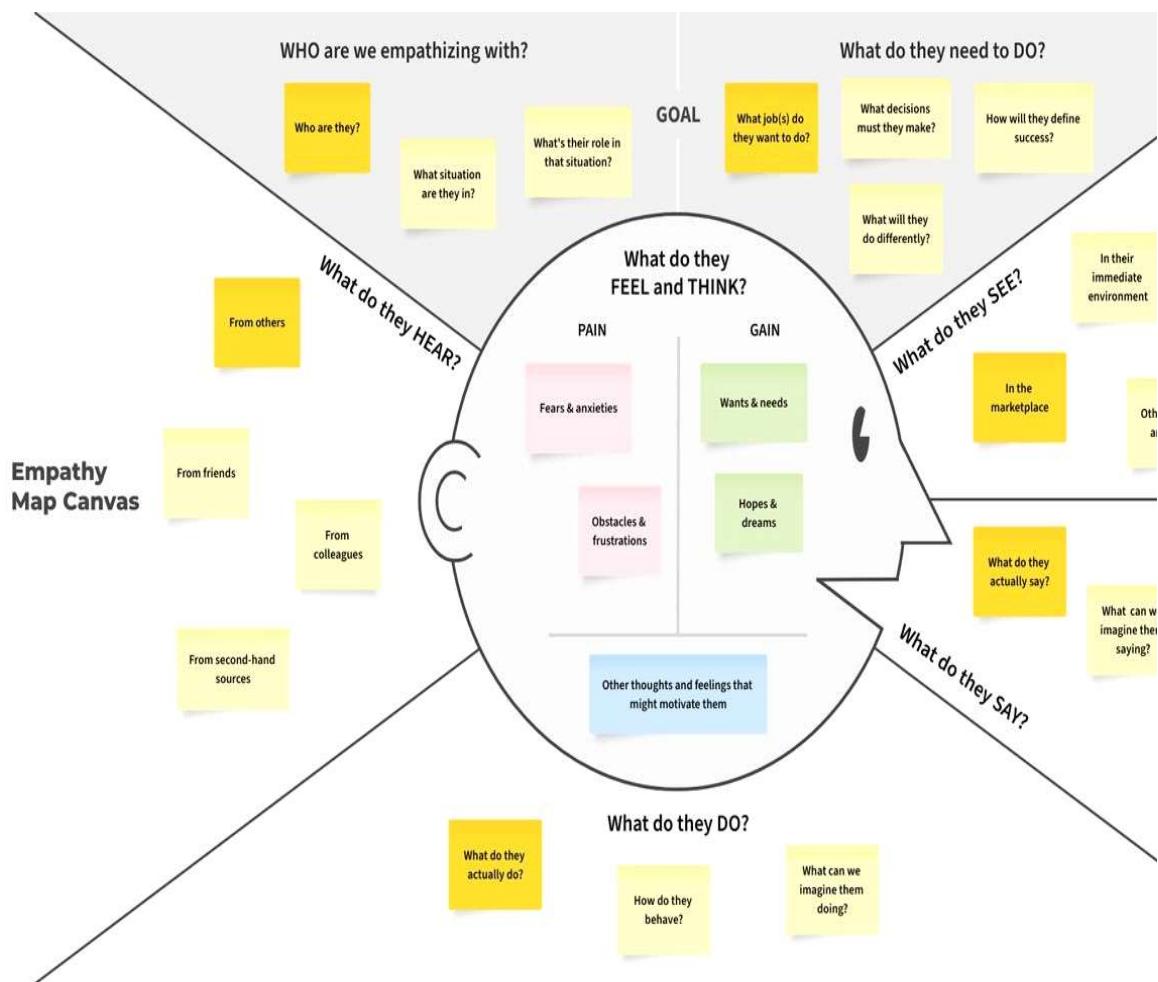
In the Empathize & Discover phase, the team focuses on the experience of an **Employee** who needs a new or replacement laptop. By observing and interviewing employees, we uncover the frustrations caused by the existing manual process (email/chat requests). This issue causes delays, confusion, and extra administrative work for the employee and their manager.

Gathering these insights helps the team understand the user's primary pain points: **lack of visibility** and **inconsistency**. These discoveries will directly inform the design of the **Laptop Request Catalog Item**, ensuring it is practical, transparent, and user-friendly.

	<b>Think &amp; Feel</b>	<b>Hear</b>
<b>Current Process</b>	"I hope I sent this request to the right person."	"Did you check with Finance before requesting that model?" (From manager)
	"This is going to take weeks; I need the laptop to start working."	"Your request is still awaiting approval." (From IT, with no ETA)

	"Why isn't there a simple form for this?"	"Just send an email to the IT mailbox." (From a colleague)
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	Think & Feel	Hear
	<b>Frustrated and powerless</b> over the process.	"We lost the email, can you send the request again?"
<b>New Catalog Item</b>	<b>Relieved</b> to see a clean, clear interface.	"Your laptop has been ordered and will be delivered by Tuesday."



## EXAMPLES

Pains (Frustrations)	Gains (Needs/Desired Outcome)
<b>Lack of Transparency:</b> No way to check the request's status after submitting.	<b>Instant Status Tracking:</b> A real-time ticket number and status visibility.
<b>Approval Delays:</b> Requests sit in a manager's inbox for days, slowing procurement.	<b>Automated Workflow:</b> Fast routing for manager approval with clear notification.
<b>Inconsistent Models:</b> Users don't know what they're allowed to order, leading to rejected requests.	<b>Standardized Offerings:</b> Clear, defined options for approved <b>Standard</b> and <b>Developer</b> laptop models.
<b>Manual Data Entry:</b> IT has to manually create the asset record after the laptop is delivered.	<b>Automatic Asset Creation:</b> Integration with the CMDB to automatically track the new asset.

By deeply understanding the users through this empathy map, we designed a solution that prioritizes transparency, standardization, and automation, moving from a chaotic manual process to an efficient self-service catalog item.