
Ideation Phase – Empathize & Discover

Project Metadata

Item	Details
Date	02 November 2025
Team ID	NM2025TMID00980
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map Canvas

In the Empathize & Discover phase, the team observed how ServiceNow administrators and project managers manage users, groups, and roles across workflows. Interviews revealed that many users feel overwhelmed by manual role assignments, unclear access control logic, and inconsistent group memberships. These issues lead to delays, security risks, and frustration when permissions don't align with responsibilities.

By gathering these insights, the team recognized the need for a smarter, automated system that simplifies user provisioning, enforces role-based access control (RBAC), and ensures group consistency. Understanding these pain points helped shape a solution that is secure, scalable, and user-friendly.

Key Concepts from Empathy Mapping

Concept	Insight
Lifecycle	Users move through onboarding, role changes, and offboarding phases
Assignment	Manual role/group assignment leads to errors and delays
Access Control	Lack of field-level ACLs exposes sensitive data

Workflow	Inconsistent automation causes bottlenecks
Audit Trail	Missing logs make it hard to trace changes
Validation	No checks before assigning roles or deleting users
Compliance	Role mismanagement risks violating internal policies
System Control	Admins need centralized visibility and control

Empathy Map Summary

The empathy map helped us understand the real-world challenges faced by admins and managers when managing users, groups, and roles. It highlighted the need for:

- Automated workflows for provisioning and de-provisioning
- Role-based ACLs to enforce secure access
- Dynamic group assignment based on user attributes
- Real-time validation and alerts
- Clear audit trails for compliance

These insights guided the design of a robust ServiceNow solution that integrates Flow Designer, ACLs, and business rules to optimize access control and workflow automation.
