Ideation Phase

Empathize & Discover

Date	1 NOVEMBER 2025
Team ID	NM2025TMID00309
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas for your ServiceNow project provides a holistic view of user and stakeholder experiences with access management. It captures what IT administrators, security officers, and team members see—frequent manual tasks, fragmented controls, and audit challenges. It also highlights what they hear from colleagues and leadership, such as concerns about security and compliance. The map reveals their thoughts and feelings, which include anxiety about errors,
frustration with inefficiency, and worries about compliance risks. By documenting what users say and do—requesting support, running audits, or reporting issues—the Empathy Map helps guide the solution design to address pain points, improve
workflows, and create a secure, user-friendly environment for managing roles, groups, and access controls

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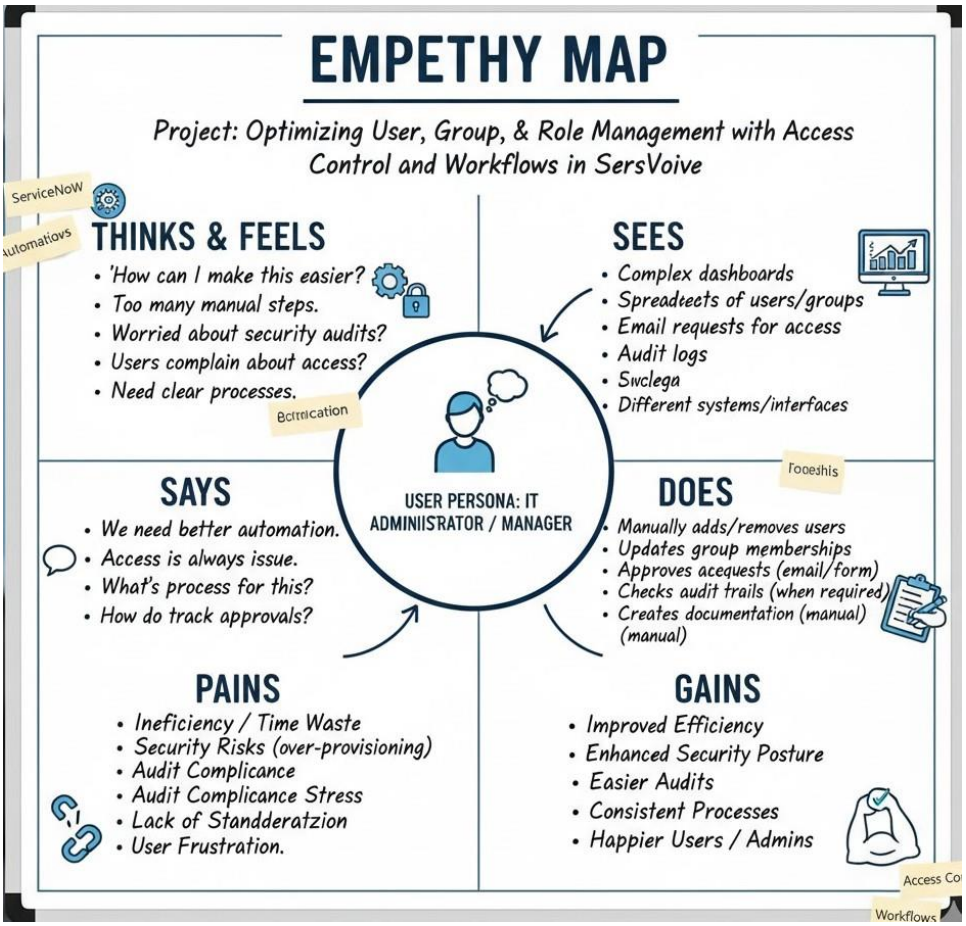
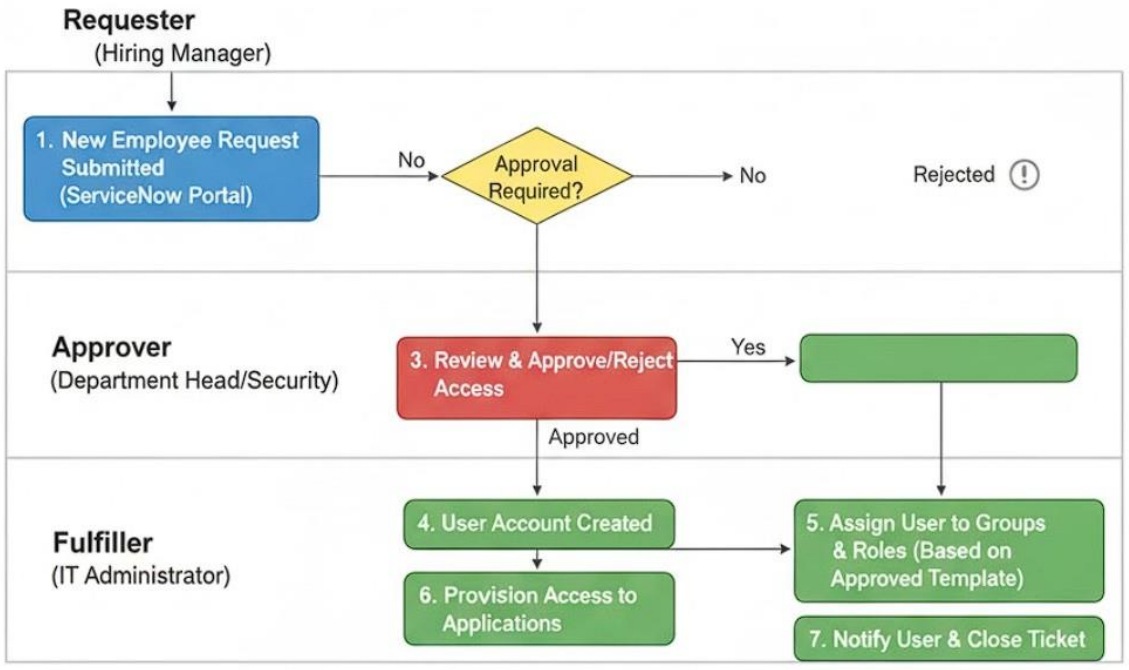
Example:



Example: New Employee OnBoarding in Service Now Application

The optimized application workflow for "Optimizing User, Group, and Role Management with Access Control and Workflows in ServiceNow" streamlines the process from a request to active access, ensuring security and efficiency. It begins when a user submits an access request through the Service Catalog, which is immediately followed by a system-driven pre-validation step (checking for policy conflicts like Segregation of Duties). The request then enters a mandatory multi-level approval phase involving the user's Manager and the Application Owner. Once final approval is granted, the core automation is triggered: the Access Control Workflow automatically provisions the access by adding the user to the correct Group in ServiceNow, ensuring the required Role is inherited instantly. This entire cycle is meticulously recorded in an Audit Log, and a secondary, scheduled process handles recertification reviews to maintain compliance and prevent unauthorized access accumulation over time.