

Ideation Phase

Empathize & Discover

Date	01 November 2025
Team ID	NM2025TMID01508
Project Name	Optimizing User, Group and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas helps understand user needs, behaviors, and challenges. In this project, it identifies how Alice (Project Manager) and Bob (Team Member) interact within ServiceNow, revealing issues like unclear roles, limited access, and manual workflows. These insights guided the creation of role-based access, automated approvals, and secure workflows to improve project visibility, efficiency, and accountability.

