

Ideation Phase

Empathy Map Canvas

Date	1 NOV 2025
Team ID	NM2025TMID00759
Project Name	Optimizing User, Group, and Role Management with Access control and Workflows
Maximum marks	4 marks

Empathize and Discover:

The Empathize and Discover phase aimed to understand the real challenges users, administrators, and managers face when handling users, groups, roles, and access control in ServiceNow. The goal was to identify pain points, gather insights, and uncover opportunities for improvement.

1. Understanding User Pain Points:

To start, we focused on the experiences of end users who interact with the system daily. Key observations include:

- Onboarding/Offboarding Delays:
New users often wait for manual approvals before gaining access, and departing users sometimes retain access longer than needed.
- Confusing Access Structure:
Users often cannot easily determine which roles or permissions they have.
- Inefficient Request Processes:
Access requests require multiple manual steps, creating bottlenecks and frustration.

2. Stakeholder Identification

We identified all stakeholders involved in access management:

- System Administrators:
Manage users, groups, and roles; responsible for provisioning and maintaining security.
- Department Managers:
Approve access requests and validate role requirements for team members.
- IT Security Team:
Ensures compliance with policies and reviews ACLs and audit logs.
- End Users:
Employees requesting access to perform their job functions.

Engaging each stakeholder helped understand differing priorities and pain points across the organization.

3. Insight Gathering:

Data and observations were collected through multiple methods:

- Interviews and Discussions:
Short conversations with administrators and managers to capture challenges.
- Workflow Observation:
Tracking how access requests are submitted, approved, and provisioned.
- Audit Review:
Analyzing logs to identify inconsistencies, redundant roles, and inactive users.

4. Discovering Key Problems:

Through this research, several recurring issues were discovered:

- Redundant User Roles: Multiple roles assigned unnecessarily, creating overlap and complexity.

- Poor Group Visibility: Managers often cannot see which users belong to which groups or what roles are attached.
- Manual Processes: Manual provisioning and revocation increases errors and delays.
- Security Risks: Excessive or outdated access creates potential vulnerabilities.

5. User Needs and Expectations:

From empathizing with stakeholders, we identified the following critical user needs:

- Simplified Access Requests: Users need a straightforward way to request and receive access.
- Transparent Role Visibility: Clear information on what roles and permissions they have.
- Automation: Automatic provisioning and revocation of access to reduce errors.
- Compliance and Security: Assurance that access is secure and auditable.

6. Summary of Findings:

The Empathize and Discover phase highlighted that the current system is manual, confusing, and prone to errors. These insights laid the groundwork for defining the problem and designing an optimized, role-based access control model that emphasizes automation, clarity, and compliance.

Flow chart:

