**Ideation Phase**

**Empathize & Discover**

| Project Name | importing and securing data in Service Now |
| --- | --- |
| Team Members | Sarat Chandra Cheekatla, Devaki V, Vallu Mahendra |
| Team ID | LTVIP2025TMID28567 |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:  
  
This canvas is tailored to understand ServiceNow users' pain points when dealing with data imports and ensuring its security and compliance.

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.

**Example:**

Diagram

Description automatically generated

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: Importing and Securing Data in ServiceNow  
  
User: ServiceNow Administrator  
Thinks: 'Will this import process compromise data security or break compliance?'  
Feels: Worried about data leaks or audit failures  
Says: 'We need better automation and encryption during imports'  
Does: Uses transform maps, configures ACLs, monitors logs  
Sees: System dashboards, data load errors, access logs  
Hears: Feedback from compliance teams and end users

Diagram

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