Ideation Phase
Empathize & Discover

| Date	29 June 2025
Team ID	LTVIP2025TMID31063
Project Name	Importing and securing Data in servicenow
Maximum Marks	4 Marks

Empathy Map Canvas:

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

For the Importing and Securing Data in ServiceNow project, the empathy map helps the team better understand the needs, motivations, frustrations, and environment of users like system administrators, data owners, and compliance stakeholders who interact with ServiceNow's data import and security features.

Creating an effective solution requires understanding the true problems faced during data import (e.g., data corruption, mapping errors, duplicate records) and data security (e.g., unauthorized access, compliance gaps) — as well as the people experiencing these challenges. The exercise of creating the empathy map helps participants consider the process from the user's perspective, along with their goals (e.g., fast, error-free imports; maintaining data integrity and compliance) and challenges (e.g., complex mapping, lack of documentation, confusing permissions).

1.Example:

Reference: https://www.mural.co/templates/empathy-map-canvas
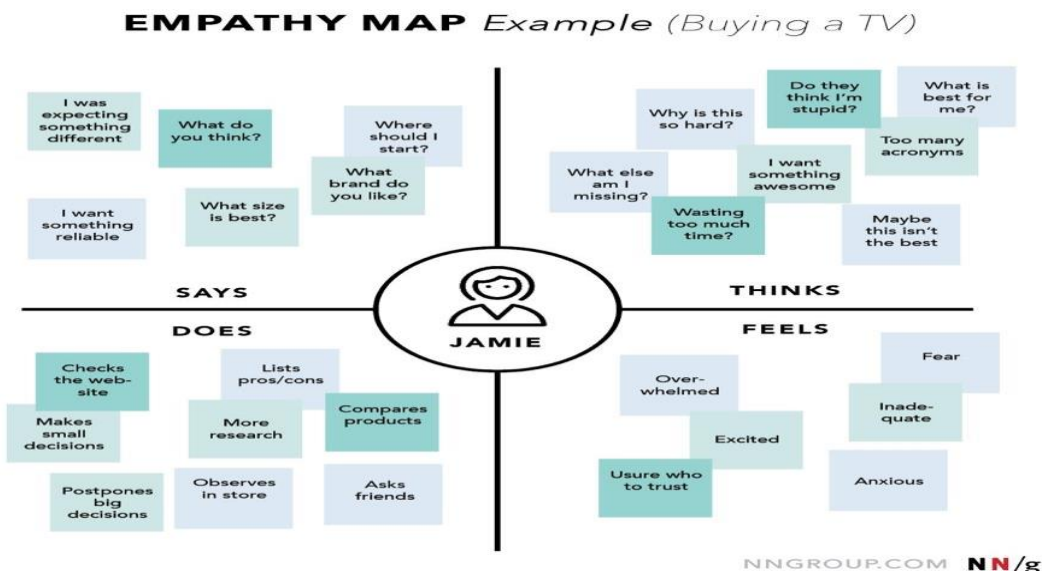
✅ **Sees:**

"Too many models with confusing specs in stores and online."

✅ **Hears:**

"Friends and salespeople telling them different brands are the best."

✅ **Says/Does:**

"Asks about picture quality, price, and features before buying."

✅ **Thinks/Feels:**

"Worries about overpaying or picking the wrong TV."

✅ **Pain points:**

"Overwhelmed by options and technical jargon."

✅ **Goals:**

"Wants a great TV that fits their needs and budget."

2.Example: