Ideation Phase
Empathize & Discover

Date	06 November 2025
Team ID	NM2025TMID09177
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map Canvas:

In this scenario, the project management team consists of **Alice (Project Manager)** and **Bob (Team Member)**, who are responsible for planning, assigning, and monitoring project tasks. However, the current task management process lacks structure—there are **no clear role definitions, access controls, or systematic workflows**. This results in **confusion, overlapping responsibilities, and poor visibility** into project progress.

By using the **Empathy Map Canvas**, we can better understand the users' (Alice and Bob's) thoughts, feelings, pains, and goals. Alice wants efficient coordination, clear accountability, and real-time tracking of project tasks. Bob wants clarity on his assignments and timely feedback. Both experience frustration due to unclear communication and lack of a proper system.

Example:

Optimizing User, Group, and Role Management with Access Control and Workflows

Says

What have we heard them say?
What can we imagine them saying?

It's hard to keep track of who has access to what.

I wish I could automate user role assignments.

Changing permissions manually for every new employee takes too long.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

We need a centralized and automated access control system

Security and compliance are my top priorities.

If access changes are logged properly, audits will be much easier.

A system admin who handles user access, groups, and roles to keep data secure and organized.

Does

What behavior have we observed?
What can we imagine them doing?

Assigns and revokes user roles manually in multiple systems.

Uses spreadsheets or notes to track user access details

Reviews audit logs regularly to check compliance

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Feels **stressed** when unauthorized access or security risks occur.

Feels **confident** when access roles are clearly defined and automated

Feels **motivated** to adopt tools that make access control faster and error-free

See an example