

## Ideation Phase

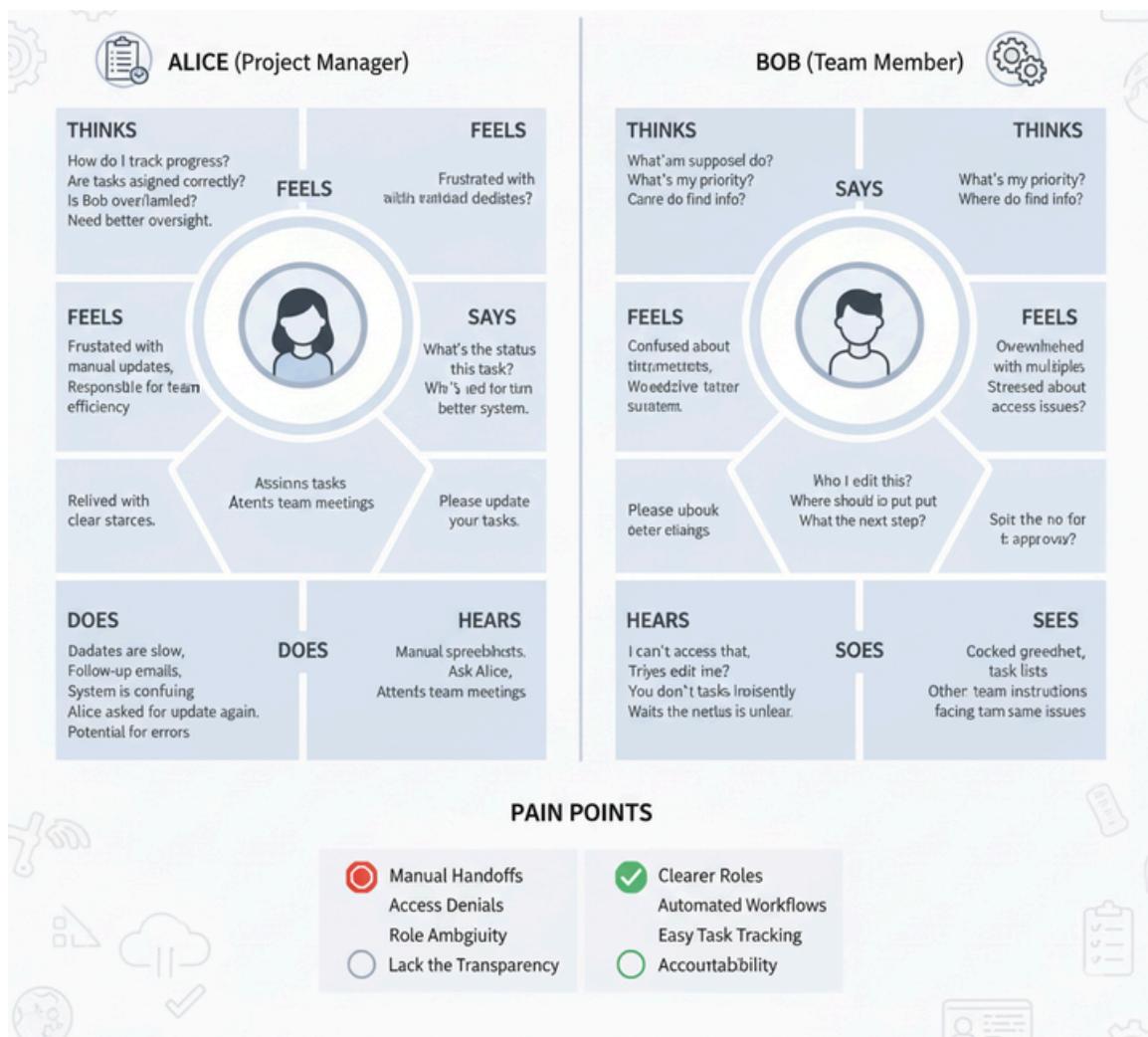
### Empathize & Discover

Date	01 November 2025
Team ID	NM2025TMID01639
Project Name	Optimizing User, Group and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

**Empathy Map Canvas:** In the Empathize & Discover phase, the team observes how project managers and team members interact with the current user management system in ServiceNow. They learn that users feel frustrated with unclear role definitions and confusing access permissions. By interviewing stakeholders, they uncover that this issue causes project delays, security concerns, and inefficient task management processes.

Gathering these insights helps the team see the real impact on project workflows and team productivity. Understanding the users' daily challenges makes it clear that better role definitions, automated workflows, and clear access controls are needed. These discoveries will shape solutions that are practical and user-friendly for project management teams.

#### Example:



By deeply understanding the users through empathy mapping, we identified the critical challenges and frustrations associated with unstructured user management and unclear access controls. These insights revealed pain points such as manual task assignments, confusing permission boundaries, lack of automated approvals, and poor project visibility. As a result, we designed a comprehensive user management system in ServiceNow that implements clear role definitions, automated workflows using Flow Designer, precise Access Control Lists, and structured group management. This ensures that project teams can work efficiently with proper security controls, automated task routing, and clear accountability, thereby improving project success rates, enhancing team collaboration, and strengthening system security.