PROJECT ID: NM2025TMID06439

PROJECT NAME: Optimizing user, group and role management with access control and workflows

Ideation Phase
Empathize & Discover

Empathy Map Canvas:

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.

V Four
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