Ideation Phase

Empathize & Discover

Date	30 October 2025
Team ID	NM2025TMID06865
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map

Says
- It's difficult to manually manage access for hundreds of users.
- I wish I had a centralized system to view all user permissions.
- Access requests and approvals take too long.
- We need better security and compliance tracking.

Thinks
- Automating user and role management would save a lot of time.
- Access control workflows can reduce human errors.
- I need clear visibility into who has access to what.
- Security and data protection must never be compromised.

Does
- Creates and updates user accounts manually.
- Assigns roles individually without automation.
- Reviews access rights periodically to maintain compliance.
- Tests workflow tools (like ServiceNow, IAM systems, or custom portals) for automating provisioning and deprovisioning.

Feels
- Frustrated by repetitive administrative tasks.• Worried about accidental privilege escalation or data breaches.• Overwhelmed by large-scale user management.• Relieved when workflows handle approvals automatically and accurately.• Confident when access control is transparent and auditable.

Pain
- Time-consuming manual role assignments.
- High risk of human error and inconsistent access rights.
- Difficult to maintain least-privilege principle.
- Lack of visibility into access history.
- Delays in onboarding/offboarding processes.

Gain
- Streamlined and automated user, group, and role provisioning.
- Reduced errors with workflow-driven approvals.
- Centralized dashboard for monitoring access.
- Improved compliance with organizational policies.
- Faster onboarding, offboarding, and role updates.