

# Ideation Phase

## Empathize & Discover

Date	2 NOVEMBER 2025
Team ID	NM2025TMID00414
Project Name	Optimizing User, Group, and Role Management with Access Control Workflow
Maximum Marks	4 Marks

### Empathy Map Canvas:

In the Empathize & Discover phase, the team studied how administrators, managers, and security officers manage user roles, groups, and access controls within the system. They discovered that users often struggle with unclear permissions, overlapping roles, and delays in approval workflows. Many admins feel frustrated when the system lacks visibility into which users belong to specific groups or what level of access each role permits.

By interviewing stakeholders, the team identified issues such as redundant permissions, manual approval bottlenecks, and security risks caused by inconsistent access reviews. These insights revealed the need for a more streamlined, automated, and transparent user and role management process.

Understanding users' daily experiences helped the team realize that better visualization of access levels, automated role assignments, and workflow-based approval tracking are essential. These findings guided the creation of a more efficient, secure, and user-friendly access control management system.

**Reference:** <https://www.mural.co/templates/empathy-map-canvas>

The empathy map helped us understand challenges in managing users, groups, and roles. It highlighted administrators' pain points such as repetitive manual approvals, difficulty in tracking access permissions, and confusion over overlapping roles. It also revealed the need for simplified dashboards, workflow automation, and clear audit trails. This guided us to design a robust access control workflow that enhances security while reducing administrative workload.

### Example: Access Control Workflow System

#### Think & Feel:

- Too many manual approval steps
- Confusion over access hierarchy
- Concern about unauthorized access or privilege misuse

#### See:

- Multiple overlapping roles and permissions
- Lack of transparency in group membership
- Delays in access requests and approvals

#### Hear:

- "I can't see who approved what."
- "Access changes take too long."
- "We need better automation."

#### Say & Do:

- Spend time verifying user roles manually

- Request updates from multiple managers
- Struggle with auditing access history

**Pain:**

- Time-consuming manual processes
- Security risks due to outdated access rights
- Lack of clarity in approval responsibilities

**Gain:**

- Automated access workflows
- Improved security and compliance
- Clear visibility and accountability

By deeply understanding users through empathy mapping, we recognized the operational inefficiencies and security challenges in managing users and roles manually. These findings led us to design a centralized system that integrates **automated workflows, real-time access tracking, and smart approval routing**. This ensures that each access request follows a defined path, roles are assigned accurately, and audits are easy to perform. The result is a secure, transparent, and optimized user management experience that improves organizational efficiency and trust.