Ideation Phase
Empathize & Discover

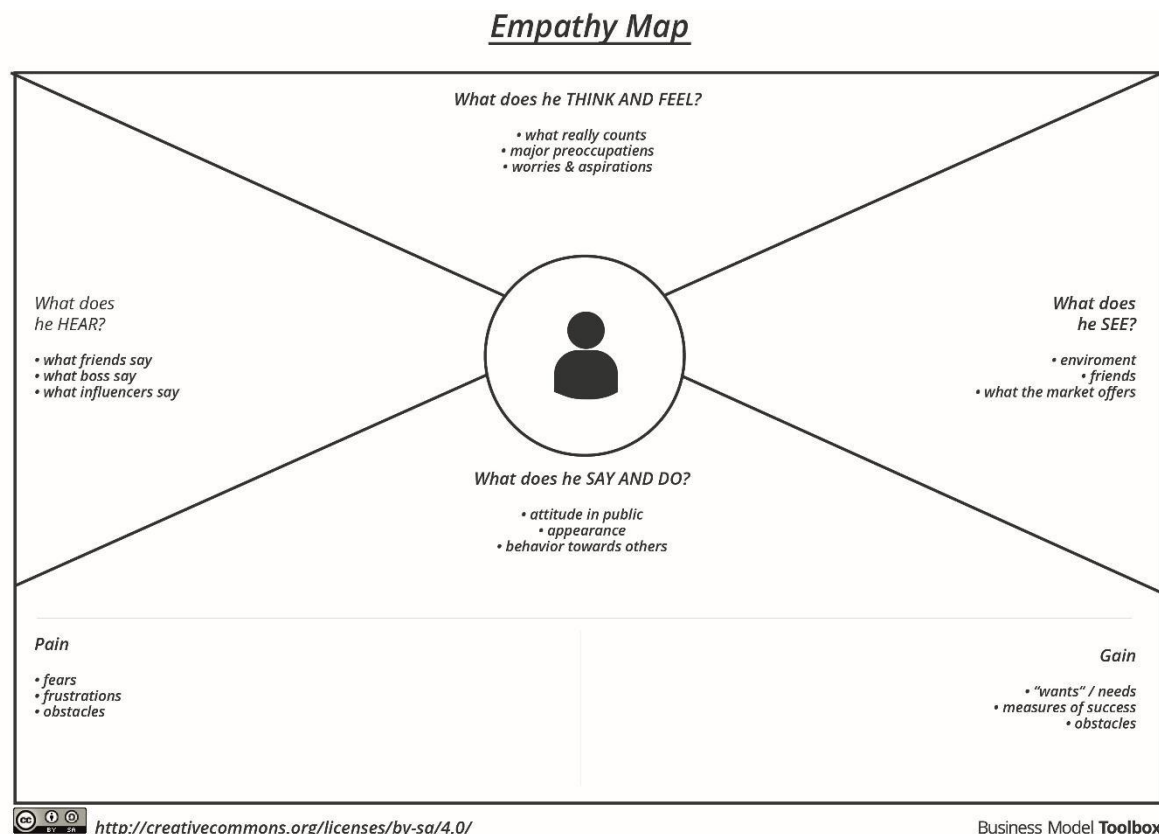| Date	31 January 2025
Team ID	NM2025TMID05567
Project Name	OPTIMIZING USERS, GROUPS, AND ROLE MANAGEMENT WITH ACCESS CONTROL AND WORKFLOWS
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

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

WHO are we empathizing with?

- **Primary User:** Project Manager and Team Member
- **Situation:** Managing multiple users, roles, and permissions while ensuring secure and smooth task workflows.
- **Role in Situation:**
  - Project Manager: Oversees and assigns tasks, monitors progress, manages team access.
  - Team Member: Executes tasks, updates progress, communicates with manager.

GOAL

- To simplify user and role management with a secure, automated workflow system that improves productivity, reduces confusion, and enhances organizational accountability.

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

What do they THINK and FEEL?

PAINS

Fear of unauthorized access or data breaches.
- Frustration over unclear task ownership or redundant work.
- Anxiety about accountability when permissions are mismatched.

GAINS

- Relief when workflows become automated and structured.
- Satisfaction from clearly defined access levels and responsibilities.
- Motivation from transparent task progress and traceability.

hat do they HEAR?

- Feedback from colleagues about unclear permissions and task ownership.
- Requests from higher management for faster project updates.
- Complaints about accidental data access or workflow bottlenecks.
- Suggestions to implement more structured control systems.

What do they SEE?

- See multiple team members struggling with unclear role boundaries.
- Observe repetitive manual work in managing permissions.
- Notice delays in task approvals or workflow transitions.
- Interface clutter or confusion in identifying accessible actions.

What other thoughts and feelings might influence their behavior?

What do they SAY?

- "I wish we could automate permissions and workflows."
- "I'm tired of manually updating roles every time someone changes teams."
- "We need a system that's secure but simple to use."
- "Access control should just work — I shouldn't have to think about it."

What do they DO?

- Assign or execute project tasks through dashboards or email.
- Communicate role changes manually via spreadsheets or chat.
- Check who has permission before approving a workflow.
- Spend time verifying whether a task is assigned correctly.