

## Ideation Phase

### Empathize & Discover

<b>Date</b>	31 October 2025
<b>Team ID</b>	NM2025TMID06932
<b>Project Name</b>	Optimizing User, Group and Role Management with Access Control and Workflows
<b>Maximum Mark</b>	4 Marks

#### Empathy Map Canvas:

- An empathy map helps visualize the experiences of users interacting with the task and project approval system in ServiceNow.
- It enables the development team to understand the needs, challenges, and motivations of approvers and task creators.
- By mapping user perspectives, goals, and frustrations, the project ensures that the automated approval workflow is efficient, user-friendly, and aligned with real user expectations.

#### Example:

