

Ideation Phase

Empathize & Discover

Date	31 October 2025
Team ID	NM2025TMID06932
Project Name	Optimizing User, Group and Role Management with Access Control and Workflows
Maximum Mark	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:

