Ideation Phase

Empathize & Discover

Date: 1 November 2025
Project Name: *Optimizing User, Group, and Role Management with Access Control and Workflows*
Maximum Marks: 4 Marks

Empathy Map Canvas:

In the **Empathize & Discover** phase, the team explored how system administrators, managers, and employees experience challenges in managing users, groups, and roles across the system.

Through interviews, surveys, and workflow observations, the team discovered that administrators often spend significant time manually assigning roles and managing access permissions. Miscommunication between departments and lack of automation cause **inconsistent access levels**, **security risks**, and **delays** in onboarding or offboarding users.

By understanding these pain points, the team realized that users need a **streamlined and automated access management process** that ensures **accuracy, transparency, and security** while reducing manual workload.

Gathering these insights allows the team to design an intelligent solution that automates workflows, improves system reliability, and enhances the overall user experience in role and group management.

Reference:

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

Empathy Map – Key Insights

Section	Findings & Observations
Who are we empathizing with?	System Administrators, IT Managers, and End Users who manage or depend on access permissions within the system.
What do they need to do?	Assign roles and permissions efficiently, ensure correct group memberships, maintain security through access control, and automate repetitive administrative tasks.
What do they see?	A complex interface with manual role updates, inconsistent access lists, and no real-time synchronization between users, groups, and workflows.
What do they say?	"It's hard to track who has which role." / "We need automation to avoid human errors." / "Access requests take too long to process."
What do they do?	Manually verify user permissions, cross-check access lists, and spend extra time updating roles during user onboarding or offboarding.
What do they hear?	Feedback from employees and managers about delays, permission issues, and unnecessary access privileges remaining active.
Pain Points	- Manual updates lead to errors and inconsistencies. - Delays in access approval workflows. - Difficult to monitor who has what permissions. - No automated sync between groups and roles.
Gains / Needs	- Automated workflows for role and access management.

	- Clear visibility and audit trails. - Secure, policy-based access control. - Faster onboarding and offboarding with minimal errors.

Empathy Map Summary:

By deeply understanding the experiences of system administrators and users through empathy mapping, the team identified major challenges such as **manual dependency, unclear access structures, and lack of automation**.

These insights revealed pain points like **delayed access approvals**, **security loopholes**, and **inefficient group-role synchronization**.
As a result, the team designed a **smarter and more automated system** in ServiceNow that integrates:

- **Workflow-driven user and role management**
- **Automated access control checks**
- **Audit-ready activity tracking**

This approach ensures the right access is granted to the right users at the right time — improving **efficiency, compliance, and user satisfaction** across the organization.