

Ideation Phase

Empathize & Discover

Date	2 November 2025
Team ID	NM2025TMID06157
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 observed how administrators and project managers handle user, group, and role management in ServiceNow. The study revealed that users often struggle with unclear role definitions, insufficient access control, and lack of workflow automation.

Interviews with stakeholders like Alice (Project Manager) and Bob (Team Member) uncovered key frustrations: manual role assignments, inconsistent access rights, and difficulty tracking task ownership. These issues lead to confusion, delays, and potential security gaps in project operations.

Through empathy mapping, the team identified user needs such as better automation in access control, clearer visibility into user privileges, and workflow transparency. Insights from this phase guided the design of an optimized system that improves accountability, prevents unauthorized actions, and ensures smooth collaboration across teams.

