PROJECT ID: NM2025TMID08553

PROJECT NAME: Optimizing user, group and role management with access control and workflows

Ideation Phase
Empathize & Discover

Empathy Map Canvas:

Says
What have we heard them say?
What can we imagine them saying?

It's hard to keep track of who has access to what.

I wish I could automate user role assignments.

Changing permissions manually for every new employee takes too long.

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

We need a centralized and automated access control system

Security and compliance are my top priorities.

If access changes are logged properly, audits will be much easier.

V Four
A system admin who handles user access, groups, and roles to keep data secure and organized.

Does
What behavior have we observed?
What can we imagine them doing?

Assigns and revokes user roles manually in multiple systems.

Uses spreadsheets or notes to track user access details

Reviews audit logs regularly to check compliance

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Feels **stressed** when unauthorized access or security risks occur.

Feels **confident** when access roles are clearly defined and automated

Feels **motivated** to adopt tools that make access control faster and error-free

See an example