

Empathy Map Canvas - Optimizing User, Group, and Role Management with Access Control & Automated Workflows

1) WHO are we empathizing with?

Security Admins, IAM Analysts, Workflow Administrators, Access Policy Engineers.

2) What do they need to do?

Assign users, manage roles, prevent privilege misuse, ensure approvals, integrate compliance workflows.

3) What do they SEE?

Multiple disconnected tools, overlapping permissions, delays in approval cycles, compliance audit gaps.

4) What do they SAY?

They say access control complexity is increasing and automation is mandatory not optional.

5) What do they DO?

They map user attributes, enforce RBAC, monitor workflows, generate access reports.

Diagram 1 (Style B - Horizontal Pipeline Sequence)

USER → ACCESS REQUEST → WORKFLOW ENGINE → ROLE VALIDATION →
PRIVILEGE ENFORCEMENT

Empathy Pain / Gains

Category	Pain	Gain
User Assignment	Manual mapping	Automated mapping
Role Governance	Role sprawl	Role optimization
Approvals	Delays	Workflow automation

Diagram 2 (Style B - Horizontal Pipeline Sequence)

GROUPS → ROLES → POLICY MATCHING → ACCESS CONTROL ENGINE

Empathy Summary Statement

We are enabling identity managers and access engineers with automation workflows, preventing misconfigurations, ensuring faster approvals, and reducing role explosion while enhancing audit compliance maturity.