

Ideation Phase

Empathize & Discover

Date	1 November 2025
Team ID	NM2025TMID00558
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map Canvas: In this scenario, the project management team consists of **Alice (Project Manager)** and **Bob (Team Member)**, who are responsible for planning, assigning, and monitoring project tasks. However, the current task management process lacks structure—there are **no clear role definitions, access controls, or systematic workflows**. This results in **confusion, overlapping responsibilities, and poor visibility** into project progress. By using the **Empathy Map Canvas**, we can better understand the users' (Alice and Bob's) thoughts, feelings, pains, and goals. Alice wants efficient coordination, clear accountability, and real-time tracking of project tasks. Bob wants clarity on his assignments and timely feedback. Both experience frustration due to unclear communication and lack of a proper system.

Example:



Optimizing User, Group, and Role Management with Access Control and Workflows

