Ideation Phase

Empathize & Discover – Empathy Map Canvas

Date: 02 November 2025
Team ID: NM2025TMID00814
Project Name: Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks: 4 Marks

Empathy Map Overview

Empathize & Discover:

In this stage, the team conducted thorough research to understand the real-time challenges faced by project managers, admins, and team members in managing users, groups, and roles within the ServiceNow environment. Based on interviews, feedback sessions, and analysis of workflows, the team ascertains that users often get frustrated due to unclear access permissions, overlapping roles, manual processes for approval, and delays in the execution of tasks.

It involves various pain points, such as no automation, security risks due to excessive permissions, and communication gaps in task assignment. These lead to delays in approvals, unauthorized access, and reduced accountability on many occasions.

By putting themselves in the user's shoes and analysing their daily interactions, it became clear that automated workflows, well-defined access structures, and a transparent role hierarchy would all be required in order to guarantee smooth, secure, and efficient project management.

Key Insights and Findings

Empathy Analysis:

Through empathy mapping, the team gained deep insights into user experiences and discovered the core challenges in managing roles, groups, and access permissions.

Key Pain Points Identified:

- Lack of automation, dynamic role assignments.
- Limited visibility into role and permission dependencies.
- Absence of real-time validation and approval tracking systems.

Based on those findings, we envisioned a more intelligent, automated, and secure manner of handling access management within ServiceNow, involving:

- Automation of workflows for approvals of roles and updates to access.
- Mechanisms for permission validation to ensure accuracy and prevent misconfigurations. Role-based access tracking will provide better transparency, accountability, and security.

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

Says

- I'm unsure about access levels
- Roles often overlap
- Manual approvals are time-consuming

Does

- Checks and rechecks permissions
- Devotes time to approving requests
- Manually updates roles

Thinks

- There must be a better way to assign roles
- Security is at risk with broad permissions
- Communication gaps are problematic

Feels

- Frustrated by slow workflow
- Worried about security risks
- Overwhelmed by lack of transparency