

## **Ideation Phase**

### **Empathize & Discover**

Date	03 November 2025
Team ID	NM2025TMID08944
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

#### **Empathy Map Canvas:**

An empathy map helps teams truly step into their users' shoes. It's a simple visual tool that captures what people think, feel, say, and do — giving us a clearer picture of who they are and what they need.

Instead of just focusing on the problem, it helps us understand the person behind it — their goals, frustrations, and motivations. By seeing things from their point of view, teams can design solutions that feel more natural, useful, and human.



## Alice - Project Manager

<b>THINKS &amp; FEELS</b> and accountability. <ul style="list-style-type: none"><li>• Wants a clear, structured workflow to track progress and delayed or missed.</li><li>• Desires an automated system that reflects real-time progress and approvals.</li></ul>	<b>SAYS &amp; DOES</b> <ul style="list-style-type: none"><li>• Assigns tasks and sets priorities.</li><li>• Monitors progress regularly.</li><li>• Communicates updates to stakeholders.</li><li>• Validates and closes tasks only after proper review.</li></ul>
<b>❗ PAIN POINTS</b> (Current Obstacles) <ul style="list-style-type: none"><li>• No automated task tracking system. Lack of clarity in task ownership.</li><li>• Difficulty managing role-based permissions.</li></ul>	<b>💡 GAINS</b> (Expected Outcomes) <ul style="list-style-type: none"><li>• Role-based visibility for all users and approval workflows.</li><li>• Centralized dashboard for tracking all project tasks.</li></ul>



## Bob - Team Member

### 💬 THINKS & FEELS

- Needs clear details about his assigned tasks and timelines.
- Feels more confident when automatically visible to Alice.
- Wants smooth coordination and feedback loops.

### SAYS & DOES 💬

- Updates task status as he completes regularly.
- Shares feedbacks take extra stake-suggestiont.
- Collaborate through an structured workflows for bettess for better communication.

### 😢 PAIN POINTS

(Current Obstacles)

- Confusion around task priorities and deadlines.
- Limited visibility into true project status.

### 💡 GAINS

(Expected Outcomes)

- Automated updates for transparency.
- Streamlined dashboard for with all project tasks.