

## 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.



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## Alice - Project Manager

### THINKS & FEELS

and accountability.

- Wants a clear, structured workflow to track progress and delayed or missed.
- Desires an automated system that reflects the current progress and approvals.

### SAYS & DOES

- Assigns tasks and sets priorities.
- Monitors progress regularly.
- Communicates updates to stakeholders.
- Validates and closes tasks only after proper review.



### PAIN POINTS

(Current Obstacles)

- No automated task tracking system. Lack of clarity in task ownership.
- Difficulty managing role-based permissions.



### GAINS

(Expected Outcomes)

- Role-based visibility for all users and approval workflows.
- Centralized dashboard for tracking all project tasks.



## 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 and feedback loops.

### SAYS & DOES

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

### PAIN POINTS (Current Obstacles)

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

### GAINS (Expected Outcomes)

- Automated updates for transparency.
- A centralized dashboard for with all project tasks.