Ideation Phase Empathize & Discover

Date	01 Nov 2025
Team ID	NM2025TMID00760
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map Canvas:

Alice and Bob, working together in a ServiceNow environment, face constant friction due to unclear roles and inconsistent access controls. Alice often wonders if she's assigning tasks to the right people, while Bob is unsure what he's accountable for. They frequently discuss how disjointed the workflow feels and how much time is wasted navigating permissions. Their current process forces them to juggle responsibilities manually, which frustrates them both. Alice worries about project delays, and Bob feels uncertain about his tasks. Both crave a system that clearly outlines who does what, when, and how. They want real-time visibility into project progress and a streamlined approval process. Their shared goal is to boost accountability and remove confusion. A structured, automated workflow solution would significantly ease their burden and restore confidence in their day-to-day operations.

Example: Alice and Bob, working together in a ServiceNow environment

Alice and Bob, working together in a ServiceNow environment, face constant friction due to unclear roles and inconsistent access controls. Their disjointed work-flow wastes time and frustrates them, causing concerns about project delays and uncertainty regarding tasks. Both seek a structured, automated solution.