

Ideation Phase Empathize & Discover

Date	02 Nov 2025
Team ID	NM2025TMID04960
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map Canvas:

In a large organization using ServiceNow, team members often struggle with overlapping responsibilities and unclear access permissions. Sarah, an IT administrator, spends hours trying to manage user roles and workflow approvals manually, while John, a project lead, faces delays because he doesn't have the necessary permissions at the right time. Both feel frustrated as communication gaps lead to redundant tasks and missed deadlines. Sarah worries about security risks due to inconsistent access control, and John feels demotivated by the lack of transparency in task ownership. They often discuss how a structured, automated system could simplify their daily operations, clearly define responsibilities, and ensure smooth approval workflows. Their shared goal is to create an efficient, reliable environment where everyone knows their role, access is well-regulated, and productivity flows without unnecessary bottlenecks.

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 workflow wastes time and frustrates them, causing concerns about project delays and uncertainty regarding tasks. Both seek a structured, automated solution.