

Ideation Phase

Empathize & Discover

Date	2 NOVEMBER 2025
Team ID	NM2025TMID05988
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map Canvas:

During the Empathize & Discover phase, the team studied how Project Managers and Team Members handle task assignments and access within the system. They observed that unclear role definitions and lack of structured workflows often cause confusion, delays, and extra work for both managers and team members.

Interviews revealed that team members feel frustrated when they are unsure of their responsibilities, while managers struggle to track progress and ensure accountability. These insights highlighted the need for clearer role definitions, access controls, automated checks, and workflow guidance. Understanding these daily challenges ensures that the solutions developed will be practical, user-friendly, and improve both efficiency and accountability in project management.

Example:

- ◆ Users **think** about the challenges of managing tasks and worry about unclear responsibilities.
- ◆ They **feel** frustrated and stressed when workflows are confusing.
- ◆ They **see** delays, overlapping tasks, and accountability gaps.
- ◆ They **say and do** things like repeatedly check assignments or manually track progress.
- ◆ They **hear** feedback about missed deadlines and incomplete tasks.

These insights highlight the need for clear role definitions, access controls, automated checks, and structured workflows to make the system practical, user-friendly, and efficient.

