Ideation Phase

Empathize & Discover

Empathy Map Canvas

Date: 01 November 2025
Team ID: NM2025TMID02637
Project Name: Optimizing User, Group, and Role Management with Access Control and Workflows
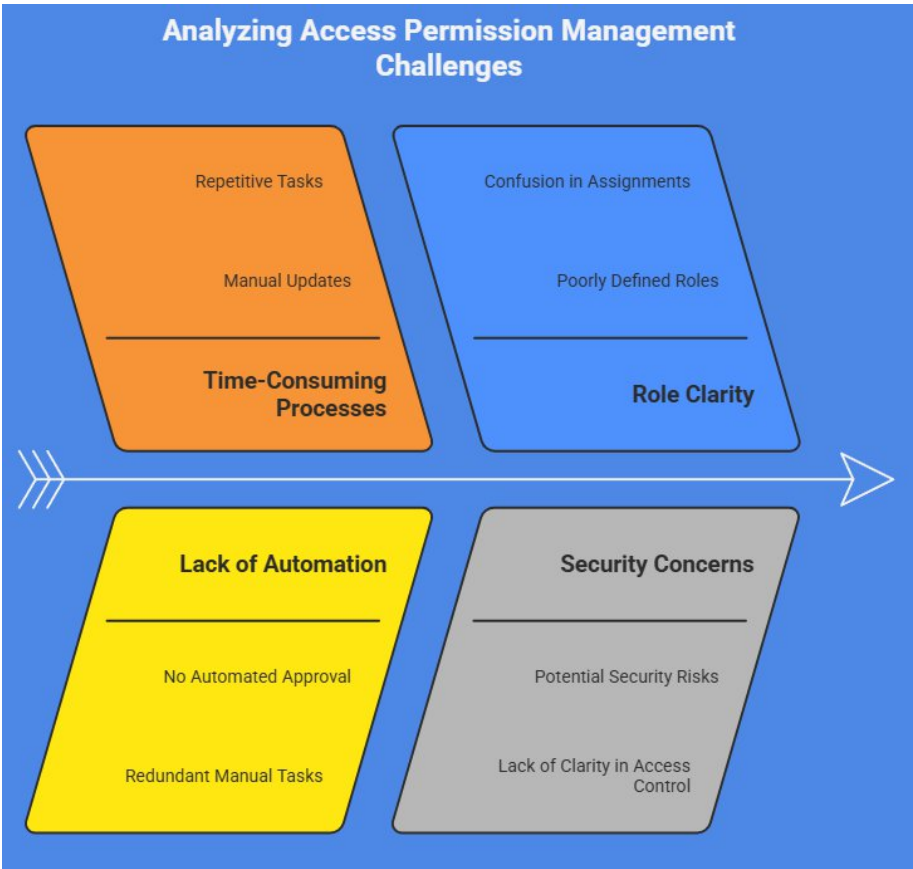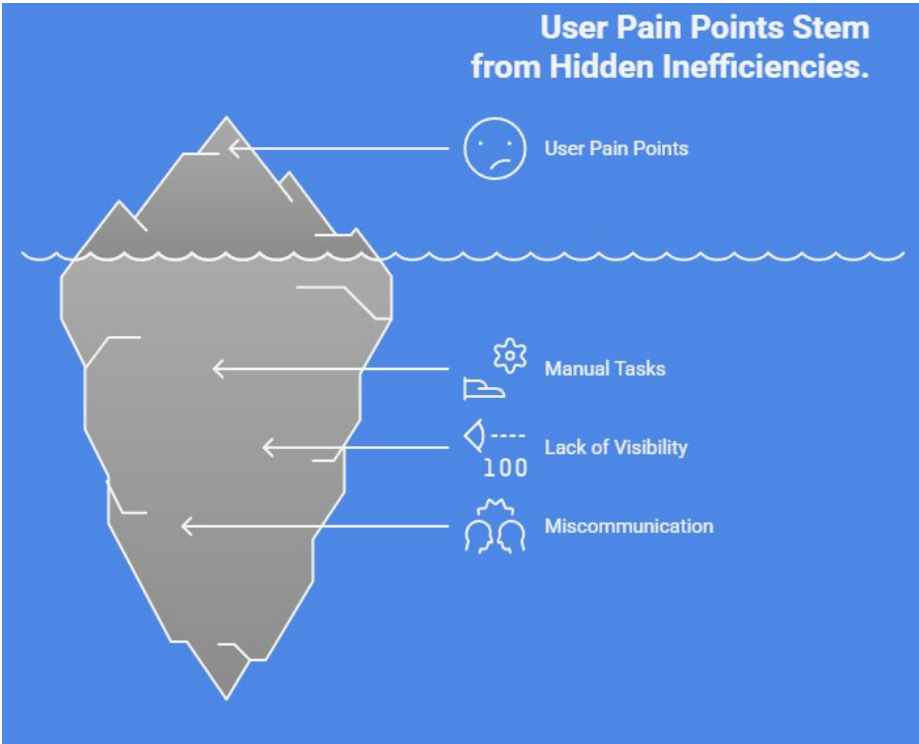**Maximum Marks:** 4 Marks

Empathy Mapping Overview

In the **Empathize & Discover** phase, the team conducted research to understand the challenges faced by **admins, project managers, and team members** while managing users, groups, and roles in the ServiceNow environment. Through interviews, feedback sessions, and system observations, the team discovered that most users experience frustration due to **unclear access levels, overlapping roles, manual approval processes, and slow workflow execution.**

The findings revealed key pain points such as **lack of automation, security risks due to broad permissions, and communication gaps during task assignments**. These issues often lead to delayed approvals, unauthorized access, and reduced accountability.

By empathizing with different user roles and their daily challenges, the team identified a strong need for **automated workflows, transparent access structures, and a clear role hierarchy** to ensure a seamless, secure, and efficient project management experience.

Key Insights and Findings

User Pain Points Stem from Hidden Inefficiencies.

- User Pain Points
- Manual Tasks
- Lack of Visibility
- Miscommunication

Analyzing Access Permission Management Challenges

Time-Consuming Processes
- Repetitive Tasks
- Manual Updates

Role Clarity
- Confusion in Assignments
- Poorly Defined Roles

Lack of Automation
- No Automated Approval
- Redundant Manual Tasks

Security Concerns
- Potential Security Risks
- Lack of Clarity in Access Control

Empathy Analysis

By deeply understanding users through empathy mapping, the team identified the **core challenges** in managing roles, groups, and access permissions.
 These insights revealed major pain points such as:

- Lack of automation and dynamic access assignment.
- Limited visibility into permission dependencies.
- Absence of real-time workflow validation and approval tracking.

As a result, the team designed a **smarter, automated, and more secure system** within ServiceNow that integrates:

- **Automated workflows** for role approvals and access updates.
- **Permission validation checks** to ensure accuracy.
- **Role-based access tracking** to enhance transparency and accountability.

By deeply understanding users through empathy mapping, we identified key challenges and

frustrations in managing roles, groups, and access permissions. These insights revealed pain

points such as lack of automation, limited visibility of role dependencies, and absence of real

time validation checks. As a result, we designed a smarter and more secure system in

ServiceNow that integrates automated workflows, permission validation, and role-based

access tracking. This ensures accuracy, prevents configuration errors, and enhances

accountability, ultimately improving security, efficiency, and user confidence in access

management processes.