Ideation Phase
Empathize & Discover

Date	01 November 2025
Team ID	NM2025TMID00882
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
Maximum Marks	4 Marks

Empathy Map

Says

- "It takes too much time to manually assign roles for every user."
- "We need a more automated way to handle access control."
- "Managing users and groups across departments is confusing."
- "Approvals for access requests are always delayed."
- "I want a clear view of who has what access."

Thinks

- "Automation could prevent human errors in assigning roles."
- "Centralized workflows can improve visibility and control."
- "Access control should be dynamic, not static."
- "A well-structured workflow would save time and improve compliance."
- "We need a smarter way to map users to roles automatically."

Does

- Creates and updates user profiles manually.
- Assigns roles and group memberships through multiple steps.
- Reviews and approves access requests from various departments.
- Tracks role changes and logs manually for auditing.
- Coordinates with department heads for access approvals.

Feels

- Frustrated with repetitive manual tasks.
- Anxious about potential errors or unauthorized access.
- Pressured to maintain both speed and accuracy.
- Responsible for ensuring data security and compliance.
- Eager to adopt automation that simplifies access management.

PAIN

- Automated workflows for user and role assignment.
- Faster access approval and provisioning process.
- Centralized and secure access control system.
- Reduced administrative workload and human errors.
- Improved compliance, transparency, and operational efficiency.

GAIN

- Manual, repetitive user management tasks.
- Time delays in approvals and access provisioning.
- Risk of assigning wrong roles or permissions.
- Lack of real-time visibility on who has access to what.
- Compliance and audit challenges due to human error.