Optimizing User, Group, and Role Management with Access Control and Workflows in service now

EMPATHT MAPPING CANVAS:

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The empathy mapping canvas phase for optimizing User, Group, and Role Management (UGRM) in ServiceNow requires understanding the perspectives of the End-User/Requester, the UGRM Administrator, and the Security/System Owner. This framework helps pinpoint the primary friction points in the current system.

Empathy Mapping: Key Stakeholder Insights

1. End-User/Requester (Access Consumer)

Focus Area	Insights/Pain Points	Desired Gains

SAYS/THINKS	"Why is this process so slow?", "I just need this access *now* to do my job.", "I don't know the technical name for what I need."	Fast, transparent fulfillment; simple, non-technical request form.
DOES/FEELS	Follows up via email/chat repeatedly, feels impatient and uncertain about status.	Confidence that the request is being handled correctly without constant follow-up.
PAINS	Long wait times for entitlement fulfillment, lack of visibility into the approval chain.	GAINS: Self-service access fulfillment, status updates via notification.

2. UGRM Administrator (Process Enforcer & Maintainer)

Focus Area	Insights/Pain Points	Desired Gains
SAYS/THINKS	"I spend hours manually correcting sync errors.", "If I change this group membership, I might break an ACL somewhere else.", "I wish HR data was cleaner."	Reduced manual toil; standardized, reliable integrations.
DOES/FEELS	Manually cleans sys_user data, applies roles directly instead of via groups, feels overwhelmed and reactive.	GAINS: Automation handling routine assignments, a clear, documented standard for all roles and groups.
PAINS	Data quality issues from source systems, constant firefighting due to manual processes.	Scalable, governed processes where *workflows* drive changes, not manual tickets.

3. Security/System Owner (Governance Lead)

Focus Area	Insights/Pain Points	Desired Gains
SAYS/THINKS	"We need evidence that access is appropriate for the next audit.", "Too many users have elevated rights that haven't been reviewed.", "We must enforce least privilege."	Definitive, demonstrable compliance evidence.

DOES/FEELS	Mandates periodic reviews, pushes for strict ACL adherence, feels accountable for security posture.	GAINS: Automated Access Certification campaigns, clear, role-based security models with minimal exceptions.
PAINS	Lack of reporting on actual entitlements vs. required entitlements, difficulty revoking legacy access quickly.	Automated, easy-to-generate entitlement reports for auditors.

This empathy mapping clearly shows that an optimized solution must deliver speed for the User, automation for the Admin, and proof/control for the Owner.