

Empathy Map Canvas

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Project Name: Optimizing User, Group, and Role Management with Access Control and Workflows

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes user knowledge to create a shared understanding of user needs, which aids in decision making.

User Persona: Bob (Task Executor)

****Says:**** 'I need clarity on my daily tasks.'

****Thinks:**** 'I hope nothing is missed or delayed.'

****Does:**** Completes tasks assigned by Alice using the ServiceNow system.

****Feels:**** Responsible, but often overwhelmed if tasks aren't clearly listed.

By understanding Bob's thoughts, feelings, and actions, we tailored the task tracking system to enhance transparency and accountability.