

Ideation Phase

Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID30187
Project Name	Optimizing User, Group, and Role Management with Access Control and Workflows
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Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas is a simple and effective tool that helped our team understand the needs of users managing roles and workflows in the “Optimizing User, Group, and Role Management with Access Control and Workflows” project. It allowed us to visualize user behaviors, attitudes, needs, and challenges. By creating this map, we ensured that our solution was aligned with the actual experiences and goals of users managing roles, permissions, and task workflows.

Purpose

Creating an empathy map enabled the team to:

- Step into the users’ shoes and view workflow and permission issues from their perspective.
- Identify the goals, pain points, and motivations of different users involved in the management system.
- Design features that address real operational needs rather than assumptions.

User Perspective Captured

Aspect Details Captured

Says “I want clarity on who can do what.”“I need to make sure sensitive tasks aren’t changed by mistake.”

Thinks “Is Bob editing tasks that only I should manage?”“Is this workflow secure and trackable?”

Does Assigns tasks without defined permissions.Has difficulty tracking task ownership and changes.

Feels Frustrated with permission errors.Worried about accountability and data security.

Outcome

The Empathy Map Canvas exercise helped the team:

- Define clear roles like Project Manager and Team Member with precise access rights.
- Implement role-based access controls to prevent unauthorized changes.
- Create a task workflow with automated tracking and notifications.
- Improve user accountability with audit trails and permission-based task access.

Empathy map canvas

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WHO are we empathizing with?
Project team members managing tasks, permissions, and roles; specifically the Project Manager (Alice) and Team Member (Bob).

What do they HEAR?

- Concerns their team views about unclear task ownership
- Feedback from stakeholders about missing accountability
- Suggestions about needing better task assignment and tracking tools

What do they DO?

- Assign tasks manually
- Struggle to track task changes
- Manually add for updates or deactivation
- Some times overrule or misassign tasks to incorrectly

What do they SEE?

- Disorganized workflow system
- All roles with same permissions regardless of role
- Types being updated or reassigned without notice

What do they SAY?

- "I don't do it by an owner's wish task"
- "It's frustrating when tasks are reassigned without informing me"
- "Why can't we have the same access as me if I'm the Project Manager?"
- "I don't say"
- "What can we say to their saying?"

What do they THINK and FEEL?

PAINS

- Difficulty managing task ownership
- No control over who can update or assign tasks
- Miscommunication about responsibilities
- Frustration due to lack of workflow visibility and tracking

GAINS

- A structured system with clear roles and access levels
- Automated task tracking and history
- Alerts for task updates and role-specific notifications
- Greater sense of control, order, and accountability

What other thoughts and feelings might influence their behavior?

- Use role-based access control (RBAC)** (e.g., "permissions based on the role")
- Design workflows with state transitions** (e.g., "To Do" → "In Progress" → "Completed")
- Enable notifications** for key actions (task assigned, updated, closed)
- Integrate audit logs** to track changes and responsibility

What do they need to DO?

- What do they need to do differently?
- What can they need to get done?
- What (action) do they need to make?
- How will we know they were successful?

GOAL

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