Empathy Map Canvas

- Title: Empathy Map Canvas — Streamlining Ticket Assignment

- Subtitle: Ideation Phase

How to use

- Print as a single-page canvas, or paste into A3/landscape slide for workshop. Fill with user research quotes and observations.

Empathy map sections (single-page layout)

- **Who: Support agent (role, seniority)**

  - Example: L1 agent, 18 months experience, handles 80% of first-contact tickets

- **Says**

  - Example prompts: "I don't always know who to route complex cases to"; "I get interrupted when the ticketing UI is slow"

- **Thinks**

  - Example prompts: "Am I the right person for this?"; "I hope this won't be escalated again"

- **Does**

  - Example prompts: triages tickets, searches knowledge base, asks peers, reassigns when unsure

- **Feels**

  - Example prompts: frustrated by cluttered queues, anxious about SLA breaches, motivated to help customers

- **Pains**

  - Delays due to manual assignment; lack of clear skill tags; noisy queues

- **Gains**

- Clear routing; visibility of workload; reduced context switching; recognition for handled tickets

Filled example (concise)

- Who: L1 agent, morning shift, handles 40 tickets/day

- Says: "I waste time finding the right expert"

- Thinks: "I need clearer priority & skill info"

- Does: marks ticket as urgent, pings slack channel, reassigns

- Feels: stressed; under pressure during peak times

- Pains: repeated reassignments; unclear ticket metadata

- Gains: automated skill-based routing; suggestion of canned responses

Research prompts to populate the canvas

- Observe 2 shifts of agents; log interruptions and reassignment causes

- Ask: What information would make assignment easier? Which fields are missing?

- Measure: % tickets with incomplete metadata

Canvas deliverables

- One filled empathy map per persona (Agent L1, Team Lead, End Customer)

- Brief synthesis page listing top 3 insights and design implications

Layout guidance

- Single A4 landscape or A3 portrait; each map fits on one page; use sticky-note style boxes for workshop