

Ideation Phase

Empathize & Discover

Date	02 November 2025
Team ID	NM2025TMID02018
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
Maximum Marks	4 Marks

Empathy Map Canvas:

During the Empathize & Discover phase, our team observed how support admins and managers handle ticket assignment in the system. We found that many users feel frustrated because tickets are not assigned properly or get delayed, leading to confusion in the support process.

By interviewing stakeholders, we discovered that this issue causes workflow delays, uneven workload distribution, and communication gaps among team members. These challenges affect both efficiency and customer satisfaction. From these insights, our team clearly understood the real pain points faced in daily operations.

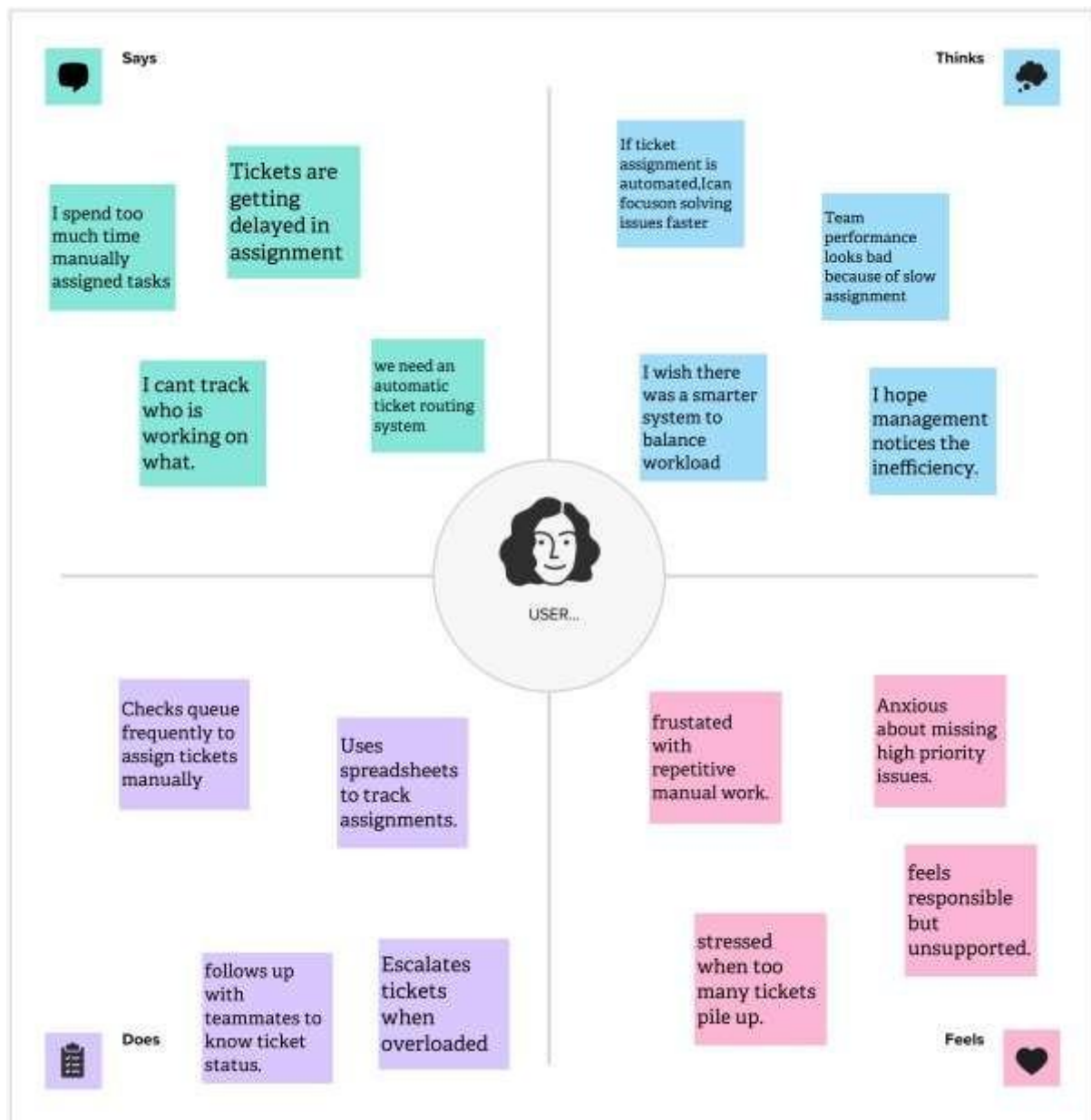
It became evident that the system needs better automation, clear assignment rules, and smart alerts to improve the overall ticket flow. These discoveries will guide us to create a practical, time-saving, and user-friendly solution that enhances support team productivity and service quality.

Example:



The empathy map helped us understand the user challenges in assigning and managing support tickets efficiently. It highlights their pain points, actions, and needs for smoother ticket distribution and better visibility. This understanding guided us to design a smarter, automated system that ensures fair workload balance and faster issue resolution.

Streamlining Ticket Assignment For Efficient Support Operations



By deeply understanding users through empathy mapping, we identified the key challenges and frustrations in the ticket assignment process within support operations. The insights revealed pain points such as uneven ticket distribution, lack of visibility into workload, and delays in assigning tickets to the right agents.

As a result, we designed a smart and efficient ticket assignment system in ServiceNow that includes automated allocation, real-time tracking, and intelligent alerts. This ensures that tickets are assigned quickly and fairly, improving team productivity, response time, and overall service quality, while enhancing user confidence in the support process.