Ideation Phase

Empathize and Discover

Date	30 October 2025
Team ID	NM2025TMID00370
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map is a simple and easy-to-understand visual tool that captures valuable insights about a user's behaviors, attitudes and experiences. It helps teams develop a deeper understanding of their users by organizing what they say, think, do, and feel. This understanding forms the foundation for designing user-centered solutions that address real needs rather than assumptions.

Creating an effective solution requires identifying the true problem and understanding the person who is experiencing it. The process of building an empathy map encourages teams to view situations from the user's perspective, considering their motivations, pain points, and goals. By empathizing with users, teams can design more efficient, relevant and impactful solutions — such as streamlining ticket assignment to enhance support operations and improve customer satisfaction.

Empathy Map:

💬 Says

- We need a faster way to assign tickets to the right agents.
- Manual allocation wastes too much time.
- Customers complain about delayed responses.
- It's hard to track workload across agents.

☁ Thinks

- If we automate ticket assignments, efficiency will improve.
- Skill-based routing could reduce reassignments.
- Better tracking and reporting can enhance accountability.

☰ Does

- Manually checks and assigns tickets to agents,
- Reassigns tickets when they are wrongly allocated.
- Tracks pending tickets using spreadsheets or notes.
- Monitors agent performance and customer satisfaction manually.

💙 Feels

- Frustrated due to repetitive manual work.
- Pressured to meet SLAs despite inefficient systems.
- Overwheimed when ticket volume increases.
- Hopeful that automation can bring balance and accuracy.

Pain

- Time-consuming manual ticket allocation process.
- Uneven distribution of workload.

Gain

- Faster and accurate agents ticket assignment
- ServiceNow workflows