**Ideation Phase**

**Empathize and Discover**

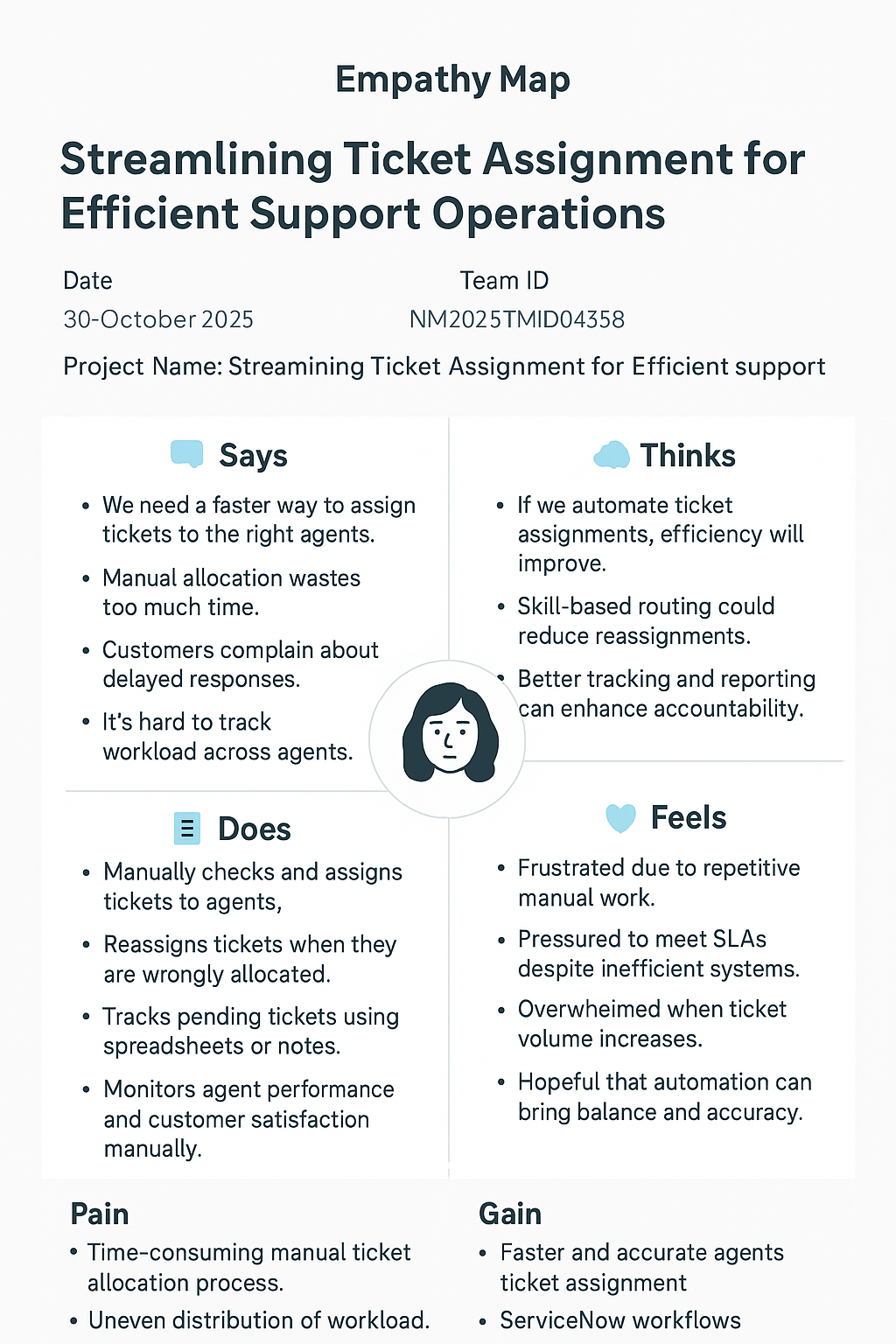
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| --- | --- |
| Date | 30 October 2025 |
| Team ID | NM2025TMID00370 |
| Project Name | Streamlining Ticket Assignment for Efficient Support Operations |
| Maximum Marks | 4 Marks |

**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:**

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