

## 2. IDEATION PHASE

### Problem Statement

In today's fast-paced digital environment, customers and citizens expect quick, transparent, and traceable resolution of their complaints. However, most traditional complaint systems are either manual or outdated, leading to a host of problems such as:

- Lack of transparency in complaint handling
- No proper communication between complainant and handling authority
- Long delays in complaint resolution
- Poor user experience due to multiple follow-ups and no updates

Whether it's a defective product, a public service grievance, or a workplace concern, users often face frustration when their complaints are not acknowledged, tracked, or resolved promptly. Simultaneously, organizations struggle with unorganized complaint data, manual routing, and a lack of accountability within their resolution teams.

To solve these pain points, the idea for ResolveNow was conceived—a centralized, real-time, and user-friendly platform to digitize and optimize the entire complaint registration and resolution process.

### Empathy Map Canvas

Understanding user frustration and agent responsibilities was central to the design of ResolveNow. The **Empathy Map** below helped identify the emotional and functional needs of users (complainants):

| Says                               | Thinks                           | Does   | Feels               |
|------------------------------------|----------------------------------|--|---------------------|
| "Nobody responds to my complaint." | "Will they even read my issue?"  | Sends follow-up emails or calls                  | Frustrated, ignored |
| "I want updates on my issue."      | "This process is too confusing." | Gives up midway or uses social media to complain | Helpless, angry     |