

Says	Thinks	Does	Feels
"How do I talk to the right person?"	"I need someone responsible to respond."	Triestoreachsupport multiple times	Anxious, impatient

From the **agent's perspective**, the challenges included poor tracking, overwhelming complaint volumes, and lack of clarity in issue priority and ownership.

Brainstorming

During the ideation sessions, several features and solutions were discussed to address the problems identified above. Key ideas that emerged include:

Feature Ideas:

- User dashboard for complaint status tracking
- Agent dashboard for complaint assignment and resolution
- Real-time messaging between users and agents
- Role-based login system (User, Agent, Admin)
- Auto-routing of complaints based on category/region
- Email/SMS notifications on status updates
- Feedback system after complaint resolution
- Admin analytics for overall complaint trends and agent performance

<Design Goals:

- **Simplicity:** Easy-to-use UI for non-technical users
- **Transparency:** Live status updates and notifications
- **Accountability:** Assign responsibility and track resolution
- **Security:** Safe storage and access of user and complaint data
- **Scalability:** Handle large volumes of complaints from diverse users
- These brainstorming sessions laid the foundation for a platform that would be both technically robust and empathetic to real user needs, while also being flexible enough to support future enhancements like chatbots, voice assistants, or mobile apps.