Ideation Phase
Empathize & Discover

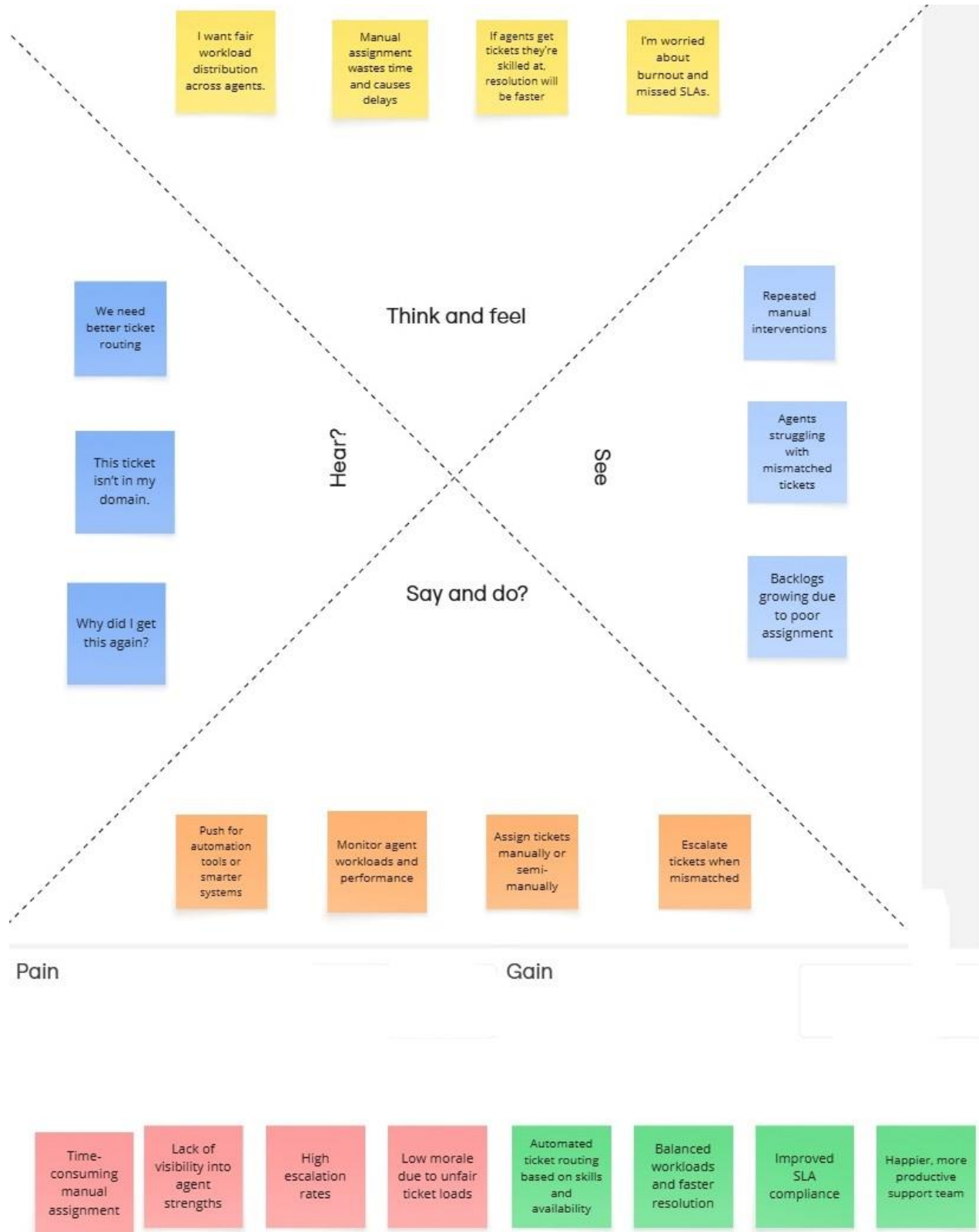|	
Date	2 Nov 2025
Team ID	NM2025TMID07850
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize and discover phase, the team observes how the existing ticket assignment process works in customer support systems. The team noticed that most organizations still rely on manual ticket handling, where the admin assigns tickets to agents one by one. This process often causes delays, confusion, and uneven workload distribution, making it hard to maintain quick and efficient support for customers.

Through this observation, the team discovered that admins feel overloaded, team managers struggle to balance workloads, and customers face slow responses. These findings helped identify the need for an automated system that assigns tickets intelligently based on category, priority, and agent availability. By addressing these challenges, the project aims to streamline operations, improve efficiency, and enhance customer satisfaction.

Empathy Map

PAIN POINTS
- Manual assignment causes delays.
- Uneven workload among agents.
- Miscommunication in ticket routing.
- Hard to track ticket progress manually.

TASKS
- Review and categorize
- Assign or reassign.
- resolved tickets
- Manage performance.

CONTEXT
- IT support environments.
- Collaboration.
- Need automation.

USER
- Admin
- Team Manager
- Support Agent

GOALS
- Assign tickets.
- Ensure equal workload among agents.
- Reduce manual effort.
- Achieve faster issue resolution.

INFLUENCES
- Feedback.
- Performance metrics (KPIs).
- Pressure to meet service-level agreements (SLAs).
- Experience from previous slow manual systems.

Empathy Map

Think and feel

Yellow notes (top):
- I want fair workload distribution across agents.
- Manual assignment wastes time and causes delays
- If agents get tickets they're skilled at, resolution will be faster
- I'm worried about burnout and missed SLAs.

Hear?

Blue notes (left):
- We need better ticket routing
- This ticket isn't in my domain.
- Why did I get this again?

See

Blue notes (right):
- Repeated manual interventions
- Agents struggling with mismatched tickets
- Backlogs growing due to poor assignment

Say and do?

Orange notes:
- Push for automation tools or smarter systems
- Monitor agent workloads and performance
- Assign tickets manually or semi-manually
- Escalate tickets when mismatched

Pain | Gain

Pain (pink notes):
- Time-consuming manual assignment
- Lack of visibility into agent strengths
- High escalation rates
- Low morale due to unfair ticket loads

Gain (green notes):
- Automated ticket routing based on skills and availability
- Balanced workloads and faster resolution
- Improved SLA compliance
- Happier, more productive support team

By deeply understanding the users through empathy mapping,The Admin sees multiple customer requests coming in and thinks about how to assign them quickly. They feel stressed because the manual process takes too long and causes confusion. The Team Manager says they want fair workload distribution but feels disappointed when some agents are overloaded while others are idle. The Customer wants a fast solution to their problem but feels frustrated when their ticket is delayed or unanswered.

By understanding what each user sees, thinks, feels, and says, the team could design an automated ticket assignment system that reduces delays, balances workloads, and improves satisfaction for everyone involved.