

Ideation Phase

Empathize & Discover

Date	02-11-2025
Team ID	NM2025TMID04283
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team studies how support agents and managers handle tickets in day-to-day operations. They observe that manual ticket assignment leads to uneven workloads, longer resolution times, and increased frustration among agents. Through discussions and interviews, they find that some agents feel overburdened, while others wait idle for new tasks.

These findings help the team understand the real challenges in maintaining workflow balance and timely service delivery. By empathizing with users' experiences—such as stress from repetitive work, lack of clarity in task allocation, and delayed issue resolution—the team realizes the need for an automated ticket routing system. This system should prioritize tickets based on urgency, skill, and workload to ensure smooth and efficient operations.



Example:

The empathy map helped the team visualize how support staff think, feel, and act when facing disorganized ticket queues. It captures their pain points—like delay in responses, unclear priorities, and lack of automation—and highlights their need for a fair and intelligent distribution system. These insights guided the team to design a ServiceNow-based automation that assigns tickets efficiently, balances agent workload, and boosts customer satisfaction.

Example: Food Ordering & Delivery Application

By deeply understanding the users through empathy mapping, the team identified major frustrations like delayed order updates, uneven staff allocation, and confusion in tracking delivery issues. Similarly, in ticket management, agents face delays and workload imbalance when tasks aren't auto-assigned. Using empathy insights, the team built an intelligent automation framework that assigns tickets based on rules and availability. This ensures smoother workflows, quicker resolutions, and a better user experience across the support operation.