

Ideation Phase
Empathize & Discover

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| Date | 02 November 2025 |
| Team ID | NM2025TMID07661 |
| Project Name | Streamlining Ticket Assignment for Efficient Support Operations |
| Maximum Marks | 2 Marks |

Empathize & Discover:

Goal: Understand the needs, challenges, and experiences of users (Support Agents, Team Leads, Customers).

Activities:

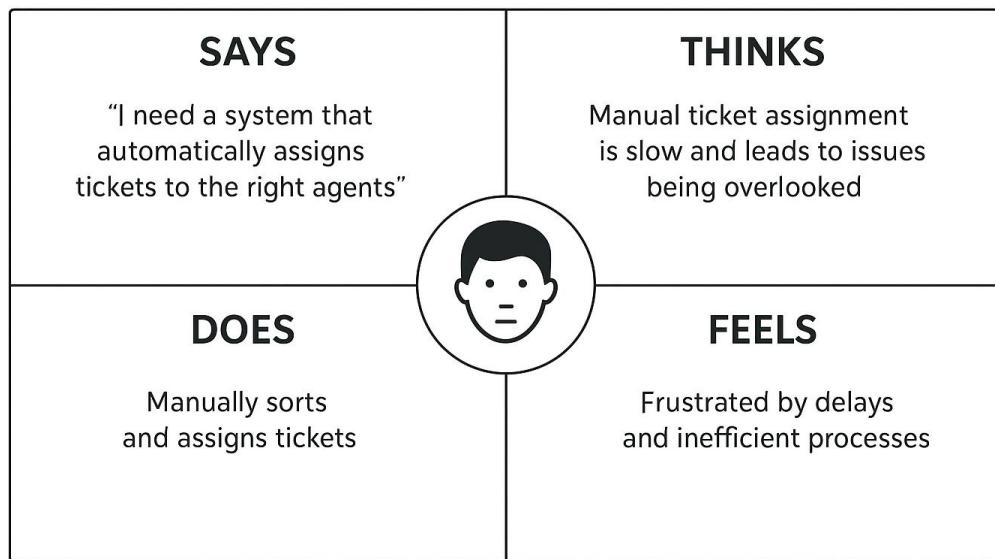
- ✧ User interviews and observation of ticket workflow
- ✧ Creation of empathy map for agents, leads, and customers
- ✧ Identification of pain points like manual assignment, workload imbalance, and delayed responses

Insights:

- ✧ Agents need automated prioritization and fair workload
- ✧ Leads need real-time monitoring dashboards
- ✧ Customers want fast resolution and transparency

Problem Statement:

EMPATHY MAP



Example:



Reference:

<https://www.cuppa.so/post/how-to-streamline-your-ticketing-process>