

Ideation Phase
Empathize & Discover

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:

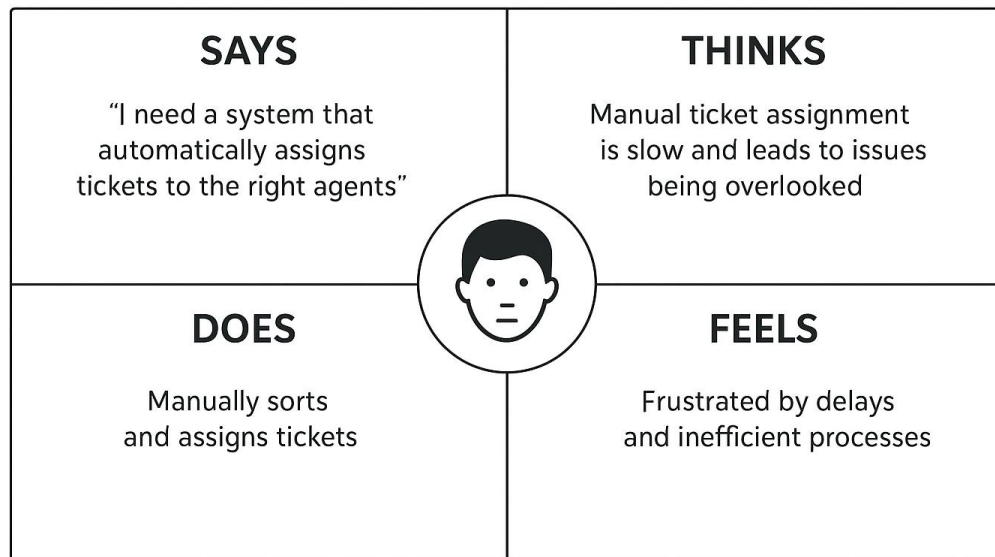
- ✧ User interviews and observation of ticket workflow
- ✧ Creation of empathy map for agents, leads, and customers
- ✧ Identification of pain points like manual assignment, workload imbalance, and delayed responses

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>