

## Ideation Phase

### Empathize & Discover

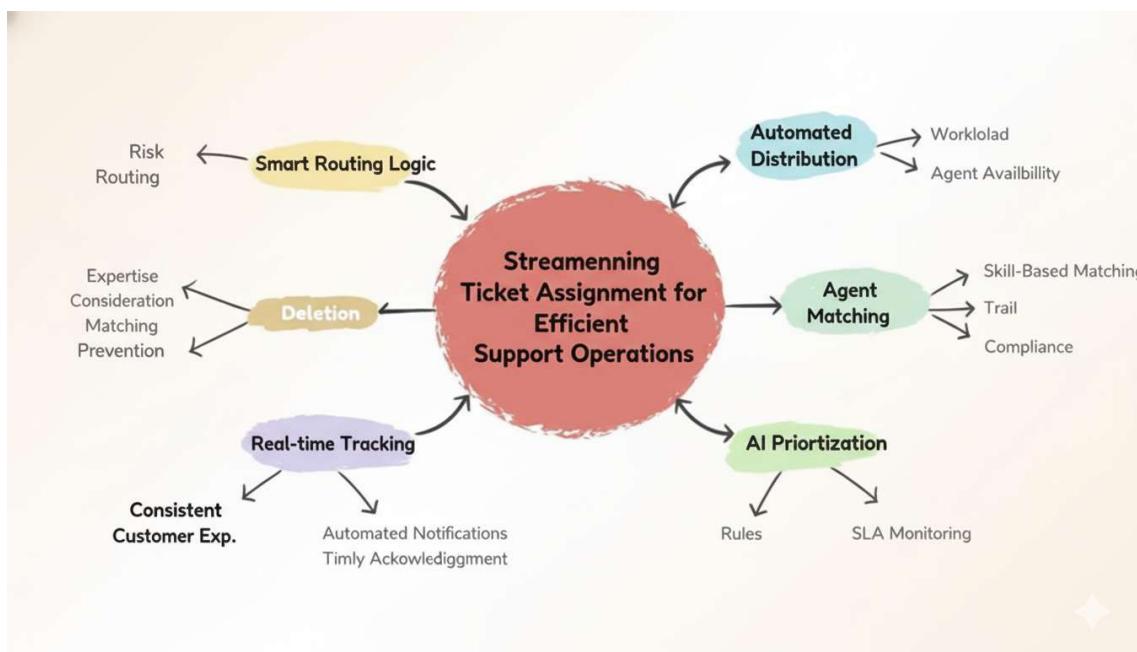
Date	01 NOVEMBER 2025
Team ID	NM2025TMID05565
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

#### Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how support agents and managers handle ticket assignments in the system. They discovered that many users feel frustrated and overworked due to manual and unbalanced ticket distribution. Some agents receive too many tickets, while others have few or none, creating inefficiencies and stress within the team.

Through interviews and observations, the team learned that delays often occur because there is no automation or visibility in ticket allocation. Managers spend extra time manually redistributing tickets, tracking agent workloads, and ensuring SLA compliance. These challenges lead to slower response times, poor communication, and lower customer satisfaction.

#### Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

The empathy map helped us understand the challenges in ticket handling and workload balance. It revealed users' need for automation and visibility, guiding us to design a smarter ticket assignment system that improves efficiency and response time

**Summary:**

By deeply understanding users through empathy mapping, the team identified the key frustrations and operational inefficiencies in the current support workflow. These insights revealed pain points such as lack of automated assignment, delayed ticket handling, and poor visibility of workloads.

As a result, the team designed a smart, automated ticket assignment system that integrates real-time tracking, AI-based distribution, and manager oversight dashboards. This ensures balanced workloads, faster responses, and improved service quality — ultimately enhancing team productivity, customer satisfaction, and system reliability.