

<b>Date</b>	<b>27 JUNE 2025</b>
<b>Team ID</b>	<b>LTVIP2025TMID60592</b>
<b>Project Name</b>	<b>STREAMLINING TICKET ASSIGNMENT FOR SUPPORT EFFICIENT OPERATIONS</b>
<b>Maximum Marks</b>	<b>4 Marks</b>

## EMPATHY MAP CANVAS:

### Empathy Map Canvas

Project: Streamlining Ticket Assignment in ServiceNow

User Persona: Support Agent / ITSM Analyst / Incident Manager

#### Think & Feel

- “Am I prioritizing the right tickets?”
- “Will the workload be evenly distributed?”
- “Manual assignment is time-consuming and error-prone.”
- “How can I focus more on solving issues than sorting them?”
- “I need visibility into ticket trends and backlogs.”

#### See

- A cluttered queue of incoming tickets.
- Colleagues juggling too many tickets.
- Delayed response times and SLA violations.
- Inconsistent ticket routing logic.
- Complex ServiceNow interfaces or dashboards.

#### Say & Do

- "I spend too much time assigning tickets."
- "We need automation in ticket distribution."
- "The ticket assignment rules are not clear."
- Frequently escalating or reassigning tickets.
- Using workarounds or manually created filters.

#### Hear

- From managers: “You need to handle more tickets faster.”
- From peers: “Ticket loads are unfair.”

- From users: “Why is my issue still pending?”
- From system alerts: “SLA breached” or “Assignment Group error.”

#### Pain

- Overloaded or underutilized team members.
- SLA breaches and poor customer satisfaction.
- Lack of transparency in how tickets are assigned.
- Redundant work due to ticket misrouting.
- Increased stress and burnout from inefficiencies.

#### Gain

- Automated and fair ticket assignment.
- Better team performance and faster resolution times.
- Balanced workloads.
- Improved SLA compliance and user satisfaction.
- More time for actual problem-solving.