

# Ideation Phase

## Empathize and Discover

Date	07 November 2025
Team ID	NM2025TMID09092
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

### Empathy Map Canvas:

An **Empathy Map** is a strategic visualization tool that enables teams to deeply understand their users — their thoughts, emotions, actions, and experiences. In the context of this project, it focuses on two key user groups at *ABC Corporation*: the support agents, who manage incoming tickets, and the customers, who rely on timely issue resolution.

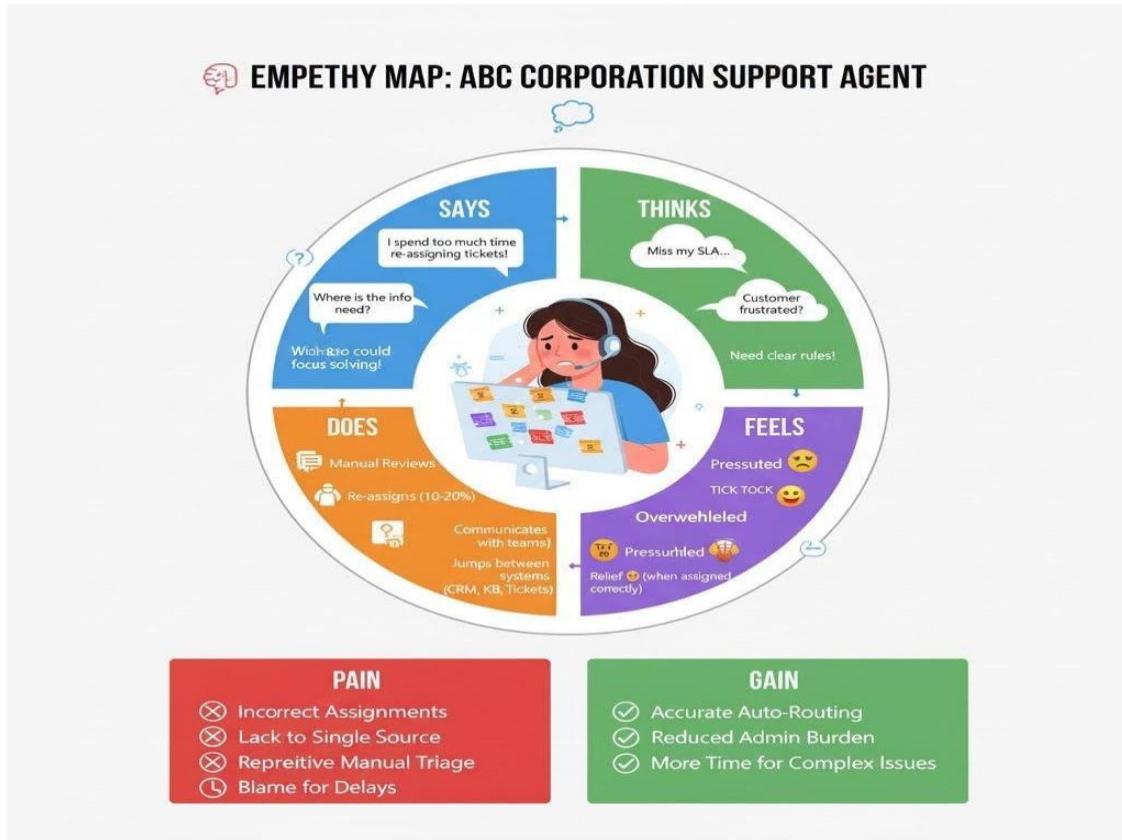
The empathy mapping process helps uncover what users think, feel, say, and do in their daily interactions with the existing ticket management system. This structured understanding highlights both the pain points and motivations driving user behavior. It goes beyond system-level inefficiencies to capture the human side of operations — stress from delayed resolutions, confusion caused by manual routing, and frustration due to unclear ticket ownership.

By viewing the situation from the users' perspective, the project team identifies critical needs such as clarity in communication, transparency in ticket handling, and faster response times. Support agents seek simplified workflows and automation that minimizes repetitive work, while customers expect quicker acknowledgment and resolution of their issues.

Through these insights, the team designed an automated ticket routing solution in ServiceNow that aligns with real user expectations. The automation leverages flow logic, access controls, and intelligent routing to ensure that each ticket reaches the right team promptly. This not only enhances operational efficiency but also instills confidence in both customers and support staff.

Empathy-driven design ensures that technology serves people, not just processes. By understanding how users think, feel, and act, the project delivers a human-centered automation framework — one that reduces delays, fosters trust, and creates a more consistent and satisfying support experience.

## Empathy Map :



The core objective of streamlining ticket assignment is to alleviate the key frustrations experienced by both Support Agents and Customers. The Support Agent's primary pain point is the wasted time spent on manual triage, correcting inaccurate automatic assignments, and repeatedly searching across different systems for necessary context. This administrative overhead prevents them from focusing on their high-value task: technical problem-solving. Their desired Gain from the new ServiceNow solution is achieving accurate, immediate assignment (aiming for 95%+ accuracy) coupled with automated ticket enrichment to provide all necessary details upfront.

For the Customer, the main frustration stems from the long delays they experience before an agent actually begins working on their issue, often because the ticket is incorrectly routed and subsequently bounced between multiple internal teams. This forces the customer to repeat their problem to different agents, eroding their confidence in the support process. Their desired Gain is the immediate assurance that the correct specialist team has received the ticket, which translates directly into faster resolution times and a smoother, more reliable support experience.

The automated routing system must therefore be designed to eliminate this administrative friction for agents while ensuring an immediate, high-trust experience for the customers.