

Ideation Phase

Empathize & Discover

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Empathy Map Canvas:

An empathy map is a simple, easy-to-understand visual that captures what the support agents and customers at ABC Corporation think, feel, say, and do regarding their ticket management experience. It helps the team deeply understand the pain points, motivations, and behaviors of the users involved in the support process. By viewing the situation from their perspective, the team can design an automated ticket routing solution in ServiceNow that genuinely addresses their needs and frustrations. Creating an effective automated routing system requires understanding not just the process inefficiencies but also the people affected by them — the support agents who handle the tickets and the customers waiting for resolution.

Empathy Map : Streamlining Ticket Assignment for Efficient Support Operations

