

# Ideation Phase

## Empathize & Discover

**Date:** 02 November 2025  
**NM ID:** 1B7E2B53849503BABC14DF402D5447BF  
**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 assignment in ServiceNow. They discovered that agents often feel **overwhelmed** due to uneven ticket distribution and lack of automation. Support managers face difficulty ensuring that tickets are assigned efficiently, as manual processes often cause **delays and misrouting**.

By interviewing service desk teams, the team identified that these challenges cause **increased workloads, delayed resolutions**, and **low customer satisfaction**. Gathering these insights helped the team understand the **real pain points** and **emotional stress** caused by manual ticket assignment.

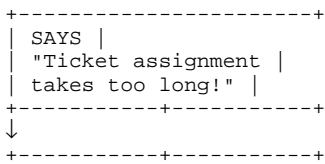
Understanding users' daily struggles emphasizes the need for an **automated, intelligent ticket routing mechanism** that assigns tasks based on priority, category, and agent availability. These findings will guide the development of a **smart ServiceNow workflow** that improves efficiency and ensures balanced workloads.

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

### Empathy Map Overview

Category	Details
Says	"Assigning tickets manually takes too much time." "Some agents are overloaded while others are underutilized."
Thinks	"Automation could help reduce errors." "We need a smarter ticket distribution system."
Does	Manually reviews new tickets, assigns them to available agents, tracks workload through dashboard.
Feels	Frustrated due to delays, anxious about uneven workloads, relieved when automation works.
Pains	Slow ticket assignment, confusion about ownership, missed SLAs, and customer dissatisfaction.
Gains	Faster ticket routing, balanced workload, improved productivity, and increased customer trust.

**Diagram 1: Empathy Map Canvas (for Support Agent)**



THINKS	DOES
"We need automation"	Reviews tickets
to save time."	manually assigns

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FEELS
Frustrated, Overloaded
Needs efficiency

**Diagram 2: Empathy Map Canvas (for Support Manager)**

SAYS
"Some agents get too many tickets!"

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THINKS	DOES
"We need workload balancing"	Tracks agents' workload

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FEELS
Stressed by delays, wants fair load share

## Empathy Insights:

By deeply understanding the **support agents and managers** through empathy mapping, we identified critical pain points such as **uneven workload distribution**, **manual delays**, and **lack of visibility**.

These insights guided the design of a **ServiceNow automation solution** integrating intelligent routing, workload balancing, and skill-based ticket assignment. This ensures faster response times, optimized resource use, and improved satisfaction among both users and customers.