

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.

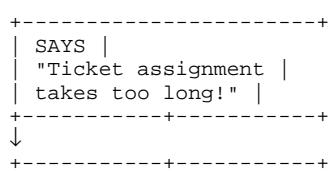
Reference:

<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 dashboards.
Feels	Frustrated due to delays, anxious about uneven workloads, relieved when automation works smoothly.
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		Reviews	
automation"		tickets	
to save		manually	
time."		assigns	
-----+-----+			
↓			
FEELS			
Frustrated, Overloaded			
Needs efficiency			
-----+-----+			

Diagram 2: Empathy Map Canvas (for Support Manager)

SAYS			
"Some agents get too			
many tickets!"			
-----+-----+			
↓			
THINKS		DOES	
"We need		Tracks	
workload		agents'	
balancing"		workload	
-----+-----+			
↓			
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.