Ideation Phase

Empathize & Discover

Date: 02 November 2025
Team ID: NM2025TMID06479
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 oth
Thinks	"Automation could help reduce errors." "We need a smarter ticket distribution sy
Does	Manually reviews new tickets, assigns them to available agents, tracks workload thro dash
Feels	Frustrated due to delays, anxious about uneven workloads, relieved when automatio s
Pains	Slow ticket assignment, confusion about ownership, missed SLAs, and customer dissatisfactio
Gains	Faster ticket routing, balanced workload, improved productivity, and increased custor

Diagram 1: Empathy Map Canvas (for Support Agent)

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+----------------------+
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```
| SAYS |
| "Ticket assignment |
| takes too long!" |
+----------+----------+
↓
+----------+----------+
| 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)

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+---------------------+
| 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.