

## IDEATION PHASE

### **1. Brainstorming**

Brainstorming was conducted to identify key challenges in the current ticket assignment process and to explore possible solutions.

#### **Ideas generated during brainstorming:**

- Manual ticket assignment causes delays and misrouting.
- Support agents waste time checking irrelevant tickets.
- Customers experience slow resolution and repeated follow-ups.
- Tickets should be automatically assigned based on issue type.
- Use rule-based or automated workflows for ticket routing.
- Separate tickets into groups like Platform Team and Certificate Team.
- Ensure only authorized users can access and modify tickets.
- Reduce human error by removing manual decision-making.
- Improve transparency and tracking of ticket status.

#### **Outcome of Brainstorming:**

The team decided to build an **automated ticket assignment system** that routes tickets to the correct support group based on the issue selected by the user.

### **2. Empathy Mapping**

Empathy mapping was used to understand the feelings, needs, and pain points of users involved in the support system.

#### **Users: Customers & Support Agents**

##### **What users SAY:**

- “My issue is not resolved on time.”
- “My ticket went to the wrong team.”
- “I have to explain the same problem again.”

##### **What users THINK:**

- “The system should understand my problem automatically.”
- “Why does it take so long to assign my ticket?”
- “Support should be faster and smarter.”

##### **What users FEEL:**

- Frustrated due to delays.
- Confused when ticket is misrouted.

- Unsatisfied with support response time.

**What users DO:**

- Raise multiple tickets for the same issue.
- Call or email support repeatedly.
- Wait longer for solutions.

**Pain Points Identified:**

- Manual ticket routing
- High response time
- Incorrect ticket assignment
- Workload imbalance among teams

**User Needs:**

- Faster ticket assignment
- Correct team handling the issue
- Reduced waiting time
- Better service experience

**3. Problem Statement Formulation**

Based on brainstorming and empathy mapping, the following problem statement was formulated:

**Problem Statement:**

The current support ticket system relies on manual ticket assignment, which leads to incorrect routing, increased resolution time, and poor customer experience. Support teams receive irrelevant tickets, causing inefficiency and workload imbalance. There is a need for an automated ticket assignment mechanism that accurately routes tickets to the appropriate support groups based on the issue type, ensuring faster resolution, reduced human error, and improved customer satisfaction.