Empathize and Discover

🧠 Empathize Phase

Goal: Understand the challenges faced by support staff, end-users, and administrators in the current manual ticket routing process.

Key Activities:

User Interviews: Conduct interviews with support agents, system administrators, and end-users to identify pain points such as misrouted tickets, workload imbalance, and delays in response.

Observation: Observe the current ServiceNow workflow to understand how tickets are created, categorized, and assigned manually.

Pain Points Identified:

Manual routing leads to delays and confusion.

Some agents are overloaded while others are idle.

Lack of real-time visibility into ticket distribution.

Users experience longer wait times for issue resolution.

User Needs:

Faster, more accurate ticket assignment.

Equal workload distribution among agents.

Transparent ticket tracking system.

Empathy Map Summary:

Aspect Observation

Says "It takes too long to get the right person on the issue."
Thinks "If routing were automated, I could focus on solving problems."
Does Manually checks categories and assigns tickets.
Feels Frustrated due to repetitive tasks and delayed responses.

🔍 Discover Phase

Goal: Gather insights and define opportunities for innovation in the ticket routing process.

Insights Gained:

Ticket categorization errors are common because of unclear issue descriptions.

Manual processes don't adapt to real-time agent workload.

Support agents often have specialized skills, but the system doesn't leverage this data effectively.

Discovery Findings:

There's a strong need for a machine learning–based model (TensorFlow) to analyze ticket content and predict the best-fit team.

Integration with Spring and ServiceNow APIs can enable automated ticket distribution.

Dashboards can help monitor workload and ticket flow, giving administrators better control.