**Ideation Phase**

**Empathize & Discover**

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| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID30150 |
| Project Name | Streamlining Ticket Assignment for Efficient Project Management |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.

An empathy map typically includes the following **6 quadrants** focused on the *user*:

1. **Says** – Tickets are not assigned to the right team member fast enough.
2. **Thinks** – There has to be a better way to auto-assign tickets without always tweaking the rules.
3. **Does** – Reviews ticket queues manually.
4. **Feels** – Frustrated due to delayed ticket responses and reassignments.
5. **Pains** – Manual ticket routing wastes time.
6. **Gains** – Automated assignment logic that considers workload, urgency, and skill.

