

Ideation Phase

Empathize & Discover

Date	24 June2025
Team ID	LTVIP2025TMID20421
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
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Maximum Marks	4 Marks

Empathy Map Canvas:

To design an effective and user-friendly solution for streamlining ticket assignment in ServiceNow, it is essential to understand the challenges and mindset of the people who interact with the system daily. The Empathy Map Canvas is a powerful tool that helps teams capture a user's experience from multiple dimensions — what they say, think, do, and feel — so we can build solutions that genuinely address their pain points.

In this project, we focused on the IT support agent, who is at the heart of the ticket resolution process. By stepping into their shoes, we gained deeper insights into their daily frustrations, goals, motivations, and expectations. This user-centered approach ensures that the automated ticket assignment solution we design will not only improve efficiency but also create a smoother, less stressful working environment.

Purpose

Creating an empathy map enabled the team to:

- Step into the users' shoes and understand the complexity of handling support tickets.
- Identify the operational goals, recurring pain points, and motivators of support staff.
- Design automated features that solve real workflow challenges rather than imagined ones.

User Perspective Captured

Aspect Details Captured

Says "I'm constantly overloaded with tickets."
"Why aren't tickets assigned fairly?"

Thinks "Will I miss another SLA?"
"There must be a more efficient way to manage this."

Aspect Details Captured

- Does** Manually checks ticket queues.
Handles multiple tickets without knowing peer workloads.
- Feels** Stressed due to imbalanced workload.
Frustrated with inefficient assignment processes.

Outcome

The Empathy Map Canvas exercise helped the team:

- Prioritize features like automated assignment rules, SLA-based routing, and real-time dashboards.
- Design workflows that reduce manual effort and support fair workload distribution.
- Incorporate notifications, escalation triggers, and skill-based ticket assignment logic to enhance productivity and reduce pressure on support staff.

