Ideation Phase

Empathize & Discover
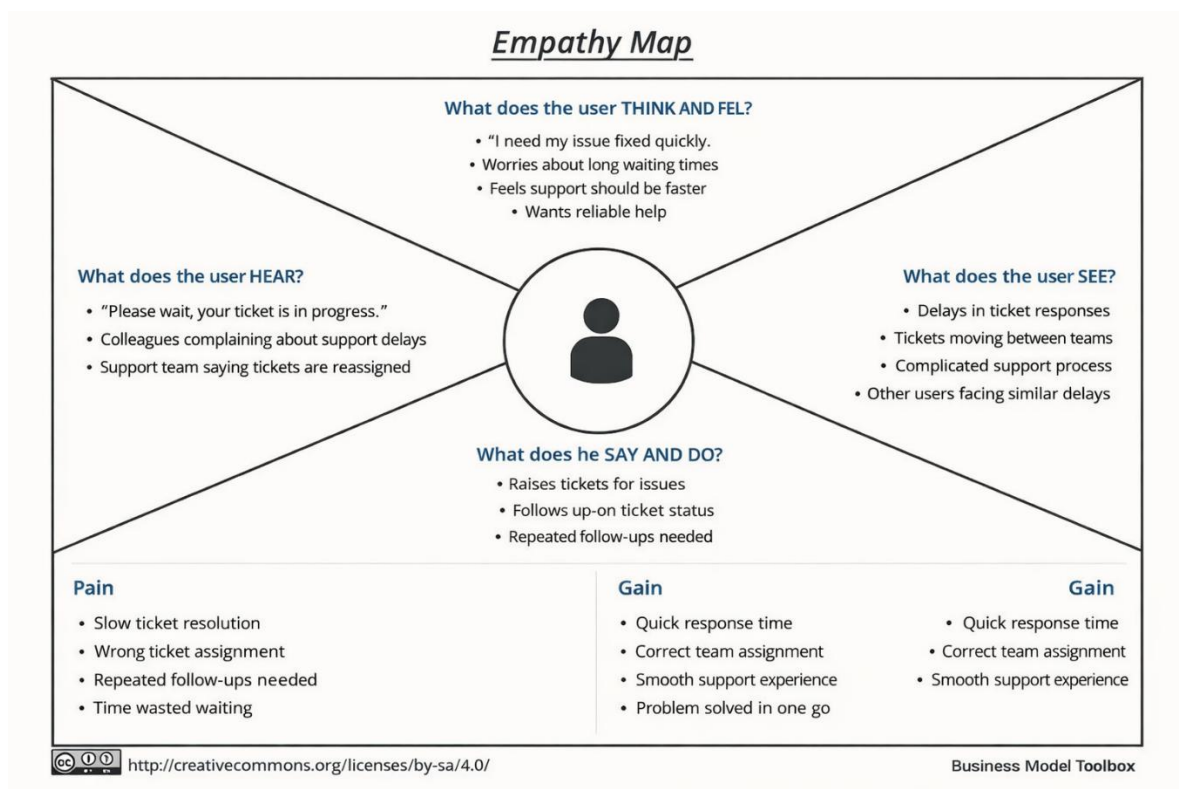
Date	10 February 2026
Team ID	LTVIP2026TMIDS79197
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple visual tool used to understand how users experience the ticket support system. It captures user behaviors, needs, and frustrations while raising or handling support tickets.

It helps the team clearly understand users' expectations from the support process. By creating this map, the team can see the problem from the user's point of view, including their goals, challenges, and feelings when tickets are delayed or misrouted.

Understanding these insights helps design a better automated ticket routing solution that improves response time and user satisfaction.

Empathy Map

What does the user THINK AND FEL?
- "I need my issue fixed quickly.
- Worries about long waiting times
- Feels support should be faster
- Wants reliable help

What does the user HEAR?
- "Please wait, your ticket is in progress."
- Colleagues complaining about support delays
- Support team saying tickets are reassigned

What does the user SEE?
- Delays in ticket responses
- Tickets moving between teams
- Complicated support process
- Other users facing similar delays

What does he SAY AND DO?
- Raises tickets for issues
- Follows up-on ticket status
- Repeated follow-ups needed

Pain
- Slow ticket resolution
- Wrong ticket assignment
- Repeated follow-ups needed
- Time wasted waiting

Gain
- Quick response time
- Correct team assignment
- Smooth support experience
- Problem solved in one go

Gain
- Quick response time
- Correct team assignment
- Smooth support experience

Business Model Toolbox

Example: Ticket Routing Support System

Think & Feel

I need my issue fixed quickly

Support should much faster

Manual assignment is causing delays

Why is this taking so long?

See

Tickets are delayed a lot

My ticket was just transferred again

The support is confusing

Other users also have to wait

Hear

Your ticket has been reassigned

Please wait, the issue is in the queue

Say & Do

Follow up multiple times on tickets

Ask for faster assignment

Pain

Long wait times for help
- Tickets sent to wrong team

- Tickets sent to wrong team
- Have to chase team for updates
- Manually checking ticket sector

Gain

- Quick response with solution
- Ticket sent to the right team
- Less follow-up needed

- Ticket sent to the right team
- Less follow-up needed
- Smooth, efficient support