

Ideation Phase

Empathize & Discover

Date	2 NOVEMBER 2025
Team ID	NM2025TMID00329
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Empathize & Discover:

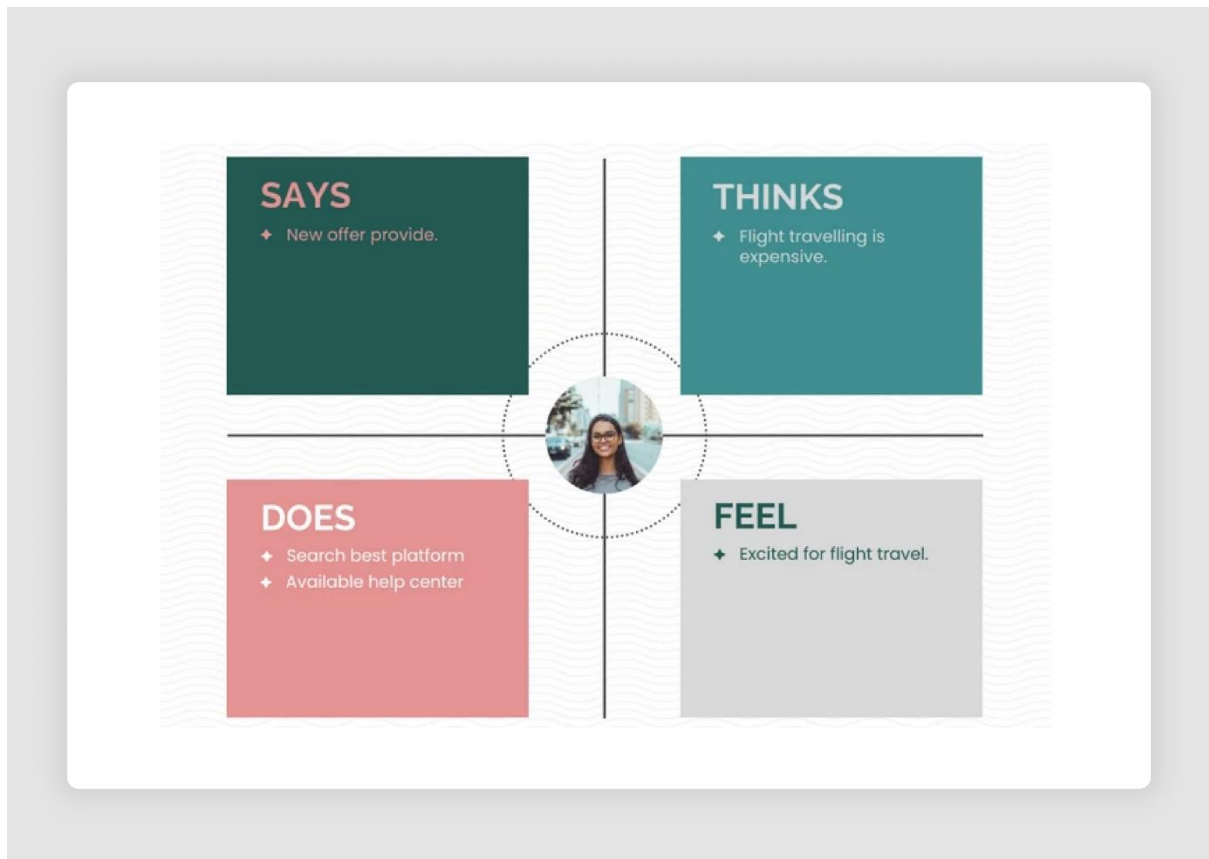
During the *Empathize & Discover* phase, our team explored real-world challenges in IT service management by observing how organizations handle support tickets manually. Through discussions with support agents, system administrators, and users, we identified several inefficiencies and emotional frustrations caused by the lack of automation in ticket routing.

We discovered that support agents spend excessive time manually classifying and assigning tickets, leading to frequent delays and incorrect routing. Administrators struggle to track ticket progress and manage workloads efficiently. Meanwhile, end users often experience slow responses and a lack of visibility into issue resolution, making them feel ignored and dissatisfied.

These observations revealed a clear need for an automated ticket routing solution that can intelligently assign tickets to the right team based on issue type or keyword. Implementing such automation through ServiceNow Flow Designer can help eliminate manual dependencies, improve coordination between teams, and enhance user satisfaction by ensuring faster ticket resolution.

Empathy Map Table:

Observed User Pain Points	Identified User Needs
Support agents, administrators, and end users	Manual ticket assignment, communication gaps, unclear ticket ownership, repeated follow-ups, inconsistent prioritization



Summary:

The empathy phase confirmed that the current manual process creates frustration for all stakeholders involved in support operations. By empathizing with users' real experiences, the team gained valuable insights into the importance of automation, clarity, and timely communication. These findings directly shaped the project goal — to streamline ticket assignment through a robust, automated system that delivers accuracy, speed, and satisfaction across all levels of IT support.