

# Ideation Phase

## Empathize & Discover

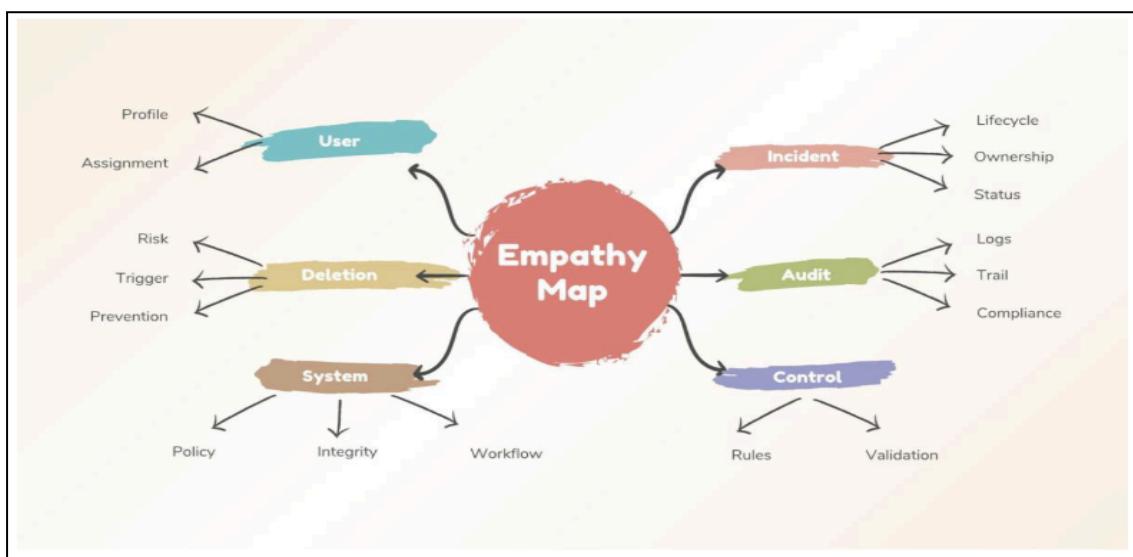
Date	13 NOVEMBER 2025
Team ID	NM2025TMID03380
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

### Empathy Map Canvas

In the Empathize & Discover phase, the team observed how support agents and managers handle ticket assignment in real-time support environments. Through discussions and interviews, we learned that many users feel frustrated when tickets are assigned manually, leading to delays, confusion, and uneven workload distribution.

Support agents often end up overloaded with multiple tickets, while others receive fewer tasks. Managers spend extra effort checking workloads, skills, and priorities before assigning tickets, which increases operational time. Customers, on the other hand, experience slower responses and delayed resolutions.

Understanding these experiences gave us a clearer view of the practical challenges in support workflows. These insights showed that an **automated, fair, and intelligent ticket assignment system** is needed to streamline processes and ensure smooth operations.



## **Empathy Map Summary**

The empathy map helped us understand the challenges faced by support teams when distributing tickets. It highlights their pain points, actions, behaviors, and emotional responses during support incidents. These insights guided us to design a system that ensures:

- Balanced ticket distribution
- Skill-based agent routing
- Faster response and resolution
- Less manual overhead for managers
- Improved customer satisfaction

## **Example Interpretation for Our Project**

By deeply understanding the users through empathy mapping, we identified the main frustrations such as slow ticket routing, unclear workload visibility, and lack of an automated assignment framework. These insights highlighted the need for transparency, fairness, and real-time monitoring in support operations.

Based on this understanding, we designed an **intelligent and automated ticket assignment system** that uses workload tracking, skill-matching, and priority-based routing. This ensures that every ticket goes to the most suitable and available agent. The improved system enhances team efficiency, reduces wait times, and increases user trust in support services.