

Ideation Phase

Empathize & Discover

Date	02 November
Team ID	NM2025TMID04195
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

Empathy Map Canvas:

During the Empathize & Discover phase, the team closely observes how support managers and agents handle ticket assignments in their daily operations. They notice that many agents feel frustrated and overloaded, as tickets are often assigned unevenly or manually, leading to delays and missed SLAs.

Through interviews and shadowing sessions, the team learns that managers spend significant time manually reviewing tickets and reassigning them when priorities change. This process causes confusion, duplicated efforts, and delayed responses. Agents also express concern that they sometimes receive tickets outside their expertise, which slows resolution time and affects customer satisfaction.

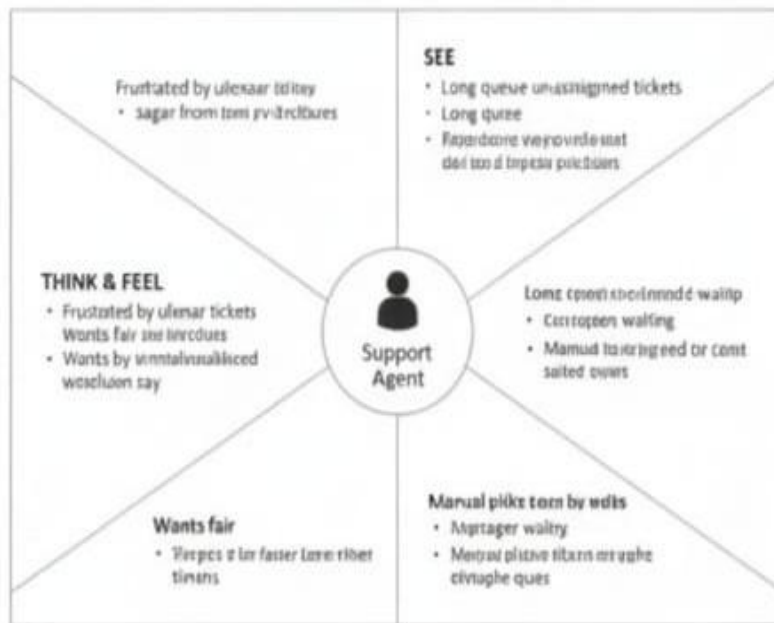
By gathering these insights, the team gains a deeper understanding of the real impact on workflow efficiency, agent morale, and service quality. They realize that introducing intelligent automation, clear prioritization rules, and transparent workload visibility can greatly improve the overall process.

This empathy-driven understanding highlights the need for smart routing algorithms, automated workload balancing, and clear communication tools — paving the way for a solution that is efficient, fair, and user-friendly.

Empathy Map:

During the empathy phase, the team focuses on understanding the experiences of support agents and managers who handle daily ticket assignments. Agents often say that manual assignment takes too much time, and they sometimes receive tickets outside their expertise, causing frustration and delays. They think that automation and fair workload distribution could make their jobs easier and improve response times. In their environment, they see uneven workloads, constant reassignment of tickets, and dissatisfied customers waiting for resolutions. From their peers and managers, they hear comments like “We need faster response times” and “Ticket routing is our biggest bottleneck.” Their main pains include time wasted in manual processes, unclear ownership of tickets, missed SLAs, and agent burnout due to uneven task distribution. However, the potential gains are significant—automated ticket routing, balanced workloads, faster resolutions, and happier customers. These insights reveal that a smart, automated, and transparent ticket assignment system can greatly enhance efficiency, morale, and service quality. By empathizing with users, the team realizes that the

key to improving operations lies in intelligent automation, real-time visibility, and fair workload management, paving the way for more effective and user-friendly support systems.



Example: streamlining Ticket Assignment For Efficient Support Operations

