

Ideation Phase

Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID04781
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Mark	4 Marks

Empathy Map Canvas

In the **Empathize & Discover** phase, the team analyzed how support tickets are currently assigned and managed within the IT Service Management system. Through observation, user feedback, and admin interviews, they found that ticket assignment often lacks structure and automation — leading to delayed responses, uneven workload distribution, and reduced customer satisfaction.

By empathizing with both support agents and end-users, the team identified the following pain points:

- Tickets are assigned manually, causing delays and human errors.
- Support agents often receive tickets outside their expertise.
- Users face long waiting times before an issue is addressed.
- Managers struggle to track ticket progress and workload balance.

These insights drove the need for an intelligent, automated ticket routing solution that enhances operational efficiency and transparency.

Empathy Map Keywords

Profile – IT Support Agent

Lifecycle – Ticket Creation → Assignment → Resolution

User – Employee raising a support ticket

Ownership – Support Manager / Assignment Group

Status – New, Assigned, In Progress, Resolved, Closed

Risk – Delayed assignment, unresolved tickets

Empathy Map – Think, Feel, Say, Do

Trigger – User submits a support request

Think & Feel

“I hope my issue is resolved quickly.”
“Why hasn’t anyone taken my ticket yet?”

Hear

“Your ticket is still in the queue.”
“We’ll assign it soon.”

See

Long queues, repetitive issues, and unclear ownership

Say & Do Send reminders, escalate issues, or reopen old tickets

Pain

Delayed assignment, poor communication, and lack of tracking

Gain

Automated assignment, faster resolution, balanced workload, and transparency

Empathy Map Summary

By deeply understanding the challenges faced during ticket assignment, the team developed a smarter and more efficient approach. The new system:

- Automatically assigns tickets based on category, priority, and agent skill set
- Balances workloads using intelligent algorithms
- Notifies agents and users instantly upon assignment
- Provides real-time dashboards for monitoring and performance analytics

This **streamlined ticket assignment process** ensures faster response times, improved productivity, and a better overall user experience — transforming support operations into a proactive and efficient system.