

Ideation Phase

Empathize & Discover

Date	2 NOVEMBER 2025
Team ID	NM2025TMID05410
Project Name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4 Marks

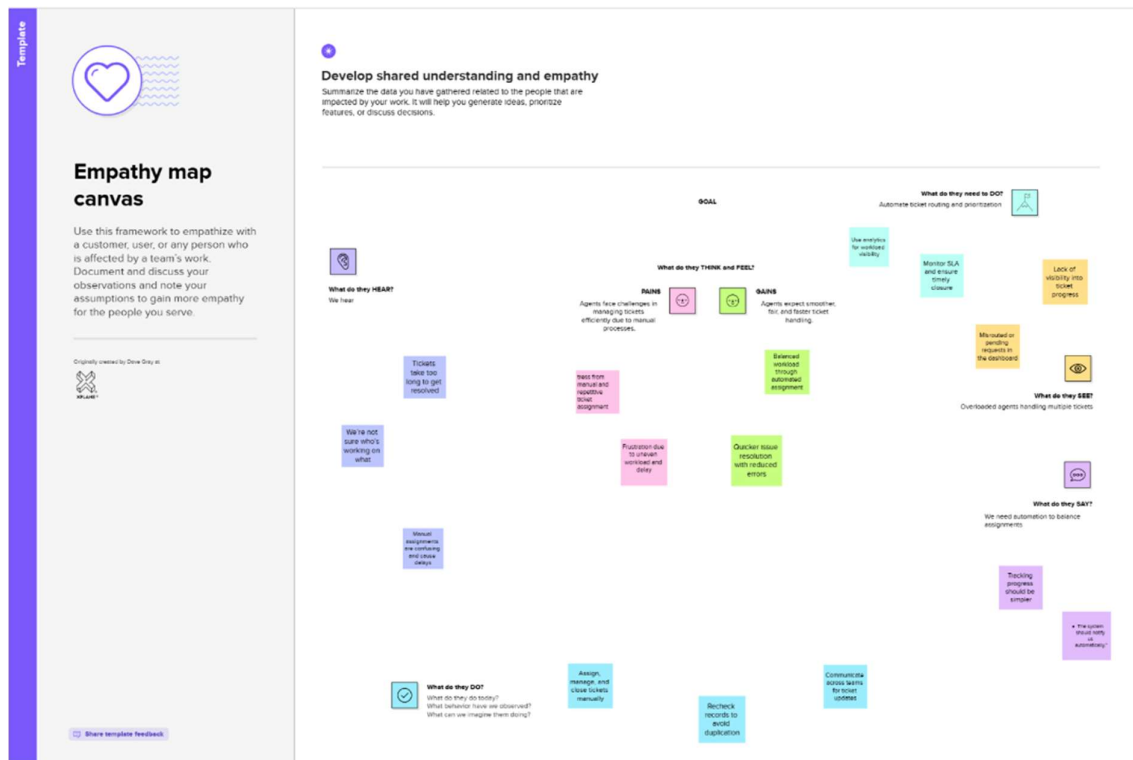
Empathy Map Canvas:

In the Empathize & Discover phase, the team explored how administrators and support agents handle ticket assignments and incident tracking within ServiceNow. They found that the manual process often leads to confusion, uneven workload distribution, and delayed ticket resolution.

Through observations and feedback from agents and managers, the team identified that lack of automation and visibility causes stress and inefficiency. Agents want a fair and faster system that automatically assigns tickets based on category, workload, and role, while ensuring transparency and accountability.

These insights helped the team design an automated and user-friendly ticket routing system in ServiceNow that simplifies assignment, speeds up issue resolution, and improves service quality.

Reference: <https://www.mural.co/templates/empathy-map-canvas>



The empathy map helped us understand user challenges when deleting assigned users. It shows their pain, actions, and needs for better control and alerts. This guided us to design a safer system that prevents accidental deletion.