

Ideation Phase

Empathize & Discover

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| 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>

Template

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at [XPLANE](#).

Develop shared understanding and empathy
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

What do they HEAR?
We hear:

- Tickets take too long to get resolved
- We're not sure who's working on what
- Agent assignments are continuing to cause delays

What do they THINK and FEEL?

| GOAL | PAIN | BANE | WHAT DO THEY NEED TO DO? |
|---|---|---|---|
| Automate ticket routing and prioritization | Agents face challenges in managing tickets efficiently due to manual processes. | Agents expect smoother, fair, and faster ticket handling. | Use machine learning for visibility. |
| Monitor SLA and ensure timely closure | Head from manual and repetitive ticket assignment | Balanced workload across agents with automated prioritization | Monitor SLA and ensure timely closure |
| Overloaded agents handling multiple tickets | Prioritization due to uneven workload and delay | Deeper issue resolution with reduced errors | Handle pending or pending requests in the dashboard |
| What do they SAY? | Agent assignments are continuing to cause delays | Assign, manage, and close tickets manually | What do they need to do? |
| We need automation to balance assignments | Recheck records to avoid duplication | Communicate across teams for better alignment | Training progress should be simpler |

What do they DO?
What do they do today? What behavior have we observed? What can we imagine them doing?

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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.