Ideation Phase
Empathize & Discover

Date	30 June 2025
Team ID	LTVIP2025TMID29074
Project Name	Educational Organisation Using ServiceNow
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

An empathy map typically includes the following **6 quadrants** focused on the *user*:

1. **Says** – Tickets are not assigned to the right team member fast enough.

2. **Thinks** – There has to be a better way to auto-assign tickets without always tweaking the rules.

3. **Does** – Reviews ticket queues manually.

4. **Feels** – Frustrated due to delayed ticket responses and reassignments.

5. **Pains** – Manual ticket routing wastes time.

6. **Gains** – Automated assignment logic that considers workload, urgency, and skill.

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Empanty Map Canvas

Date 30 June 202
Team ID LTVIP2025T
Project Name Streamlinir
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Target User:
Project Manager / ServiceNow Administrator

Says
- Tickets are not assigned to the right team member fast enough.
- Manually tracking workload is inefficient.
- I wish assignment logic adapted based on team availability and urgency.

Thinks
- There has to be a better way to auto-assign tickets without always tweaking the rules.
- We're missing SLAs due to assignment delays.

Target User:
Project Manager /
ServiceNaW
Administrator

Does
- Reviews ticket queues manually.
- Reassigns tickets when worklcads are uveven
- Uses static rules that require frequent updating

Feels
- Manual ticket routing wastes time.
- Assignment rules don't adapt dynamically
- Lack of visibility into team workloads during peak hours

Gains
- Automated assignment logic that considers workload, urgency, and skill.
- Real-time dashboords for better team management