

Ideation Phase

Empathize & Discover

Date	30/10/2025
Time id	NM2025TMID05890
Project name	Calculating Family Expenses using Service Now
Maximum mark	2 marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how support agents handle ticket assignments and workflows. They found that manual and inconsistent ticket assignments led to inefficiencies, confusion, and uneven workloads. Through stakeholder interviews, the team discovered that agents often faced delays, frustration, and difficulty managing priorities.

By gathering these insights, the team gained a deeper understanding of user pain points and operational challenges. It became evident that implementing intelligent ticket routing systems and automation could greatly improve response times, workload balance, and overall service quality. These findings will inform solutions that are practical, efficient, and user-focused.

