Ideation phase

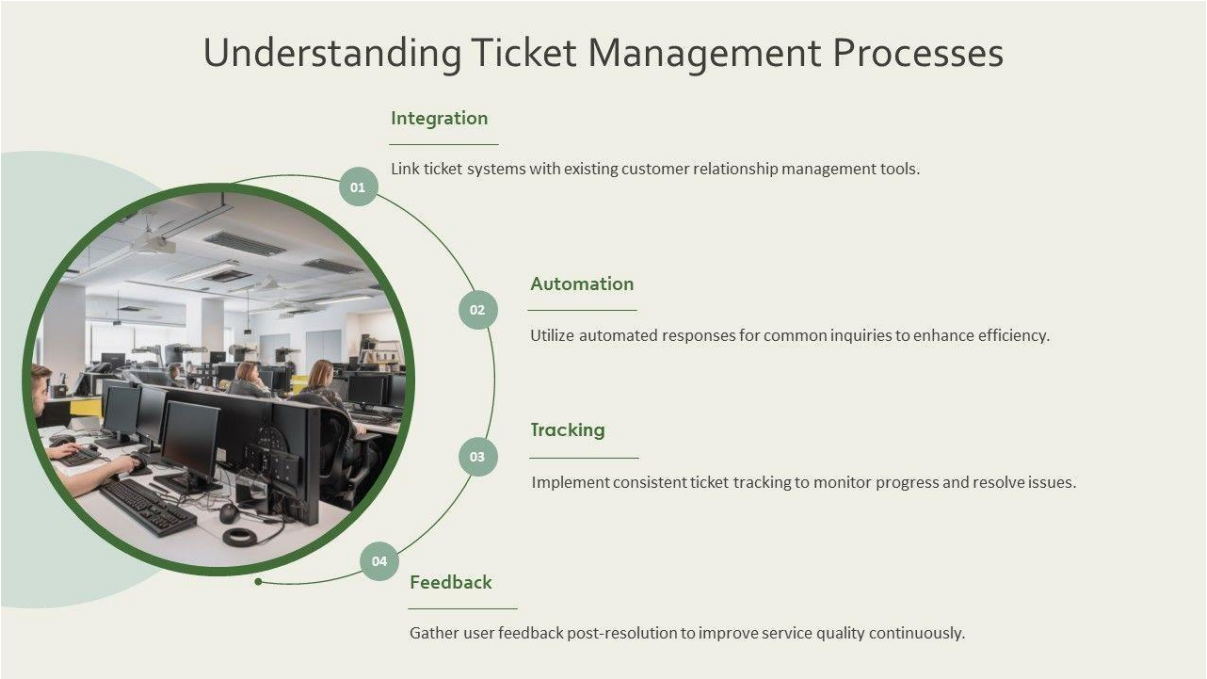
Empathize and discover

Date	01 Nov 2025
Team ID	NM2025TMID08563
Project name	Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks	4

Empathy map canvas :

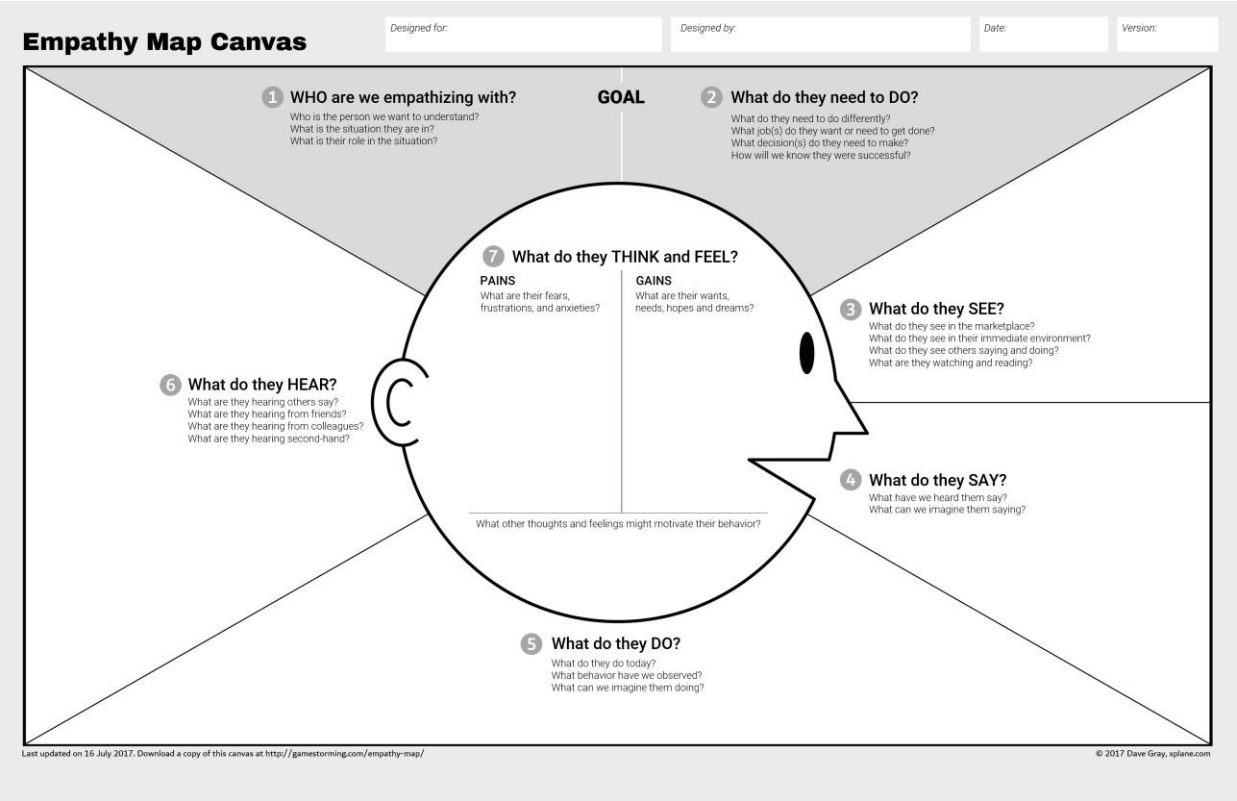
The empathy map for the project **"Streamlining Ticket Assignment for Efficient Support Operations"** focuses on understanding the challenges faced by IT support agents. They **say** that manual ticket assignment wastes time and causes uneven workloads, and **think** that automation could make their work more efficient and fair. They **do** tasks like manually checking and prioritizing tickets and constantly coordinating with teammates to balance work. As a result, they **feel** frustrated and stressed due to repetitive manual processes but motivated to find a better system. This understanding highlights the need for an automated, fair, and efficient ticket assignment solution that improves workflow and customer satisfaction.

Example :



The **Empathy Map** for the project *"Streamlining Ticket Assignment for Efficient Support Operations"* helps understand the real experiences of IT support agents. They often **say** that manual ticket assignment consumes too much time and leads to unfair workloads, while they **think** automation could make their jobs more efficient and organized.

Example:



In their daily routine, they **do** repetitive tasks such as checking, categorizing, and assigning tickets manually, often communicating with teammates to balance work. This makes them **feel** frustrated and stressed due to inefficiency but also motivated to adopt a system that ensures fairness and faster response times. These insights emphasize the need for an automated solution that enhances efficiency, reduces stress, and improves both agent performance and customer satisfaction.