

Ideation phase

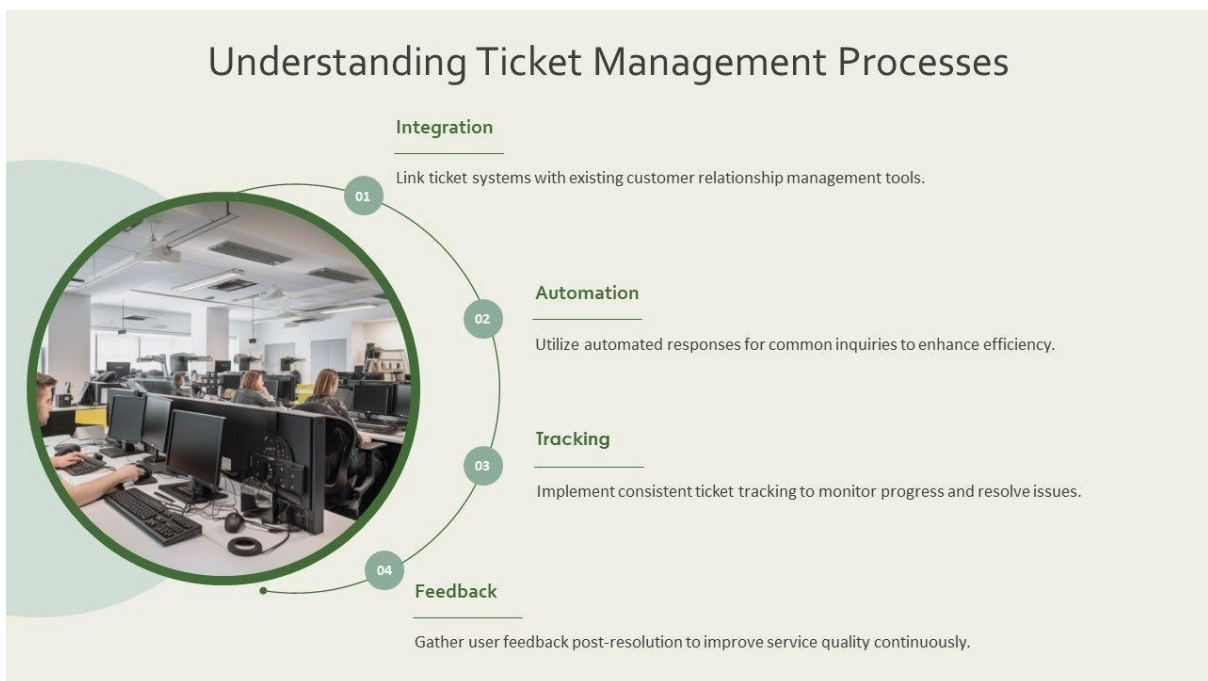
Empathize and discover

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:

Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

The diagram is a large rectangle divided into several sections around a central profile of a person's head. The sections are numbered 1 through 7. Section 1 is at the top left, section 2 at the top right, section 3 on the right side, section 4 at the bottom right, section 5 at the bottom, section 6 on the left side, and section 7 at the top center. Each section contains specific questions to guide the user in understanding the person's perspective.

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

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

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/> © 2017 Dave Gray, xplane.com

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.