**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 31 may 2025 |
| Team ID | **LTVIP2025TMID42578** |
| Project Name | ResolveNow |
| 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.

**Example:**

Diagram

Description automatically generated

Reference: <https://www.mural.co/templates/empathy-map-canvas>

**Example: Food Ordering & Delivery Application**

Diagram

Description automatically generated

**Empathy Map**

Understanding the emotions and challenges faced by key stakeholders helps us design a more effective and user-centered complaint handling experience in ResolveNow. Below are empathy maps for each role in the complaint process.

**🧑‍💼 End User (Customer)**

| **Says** | **Thinks** | **Does** | **Feels** |
| --- | --- | --- | --- |
| "Why hasn't anyone responded yet?" | "Did my complaint even go through?" | Refreshes the status page repeatedly | Anxious, ignored |
| "They reassigned my complaint again?" | "Do they even know what they’re doing?" | Tries to escalate or contact support | Frustrated, impatient |
| "I just want this resolved quickly." | "Is anyone even working on this?" | Logs into the portal for updates | Hopeless, undervalued |

**🧑‍💻 Agent (Support Staff)**

| **Says** | **Thinks** | **Does** | **Feels** |
| --- | --- | --- | --- |
| "This complaint isn’t even in my area." | "Why do I keep getting irrelevant complaints?" | Reassigns tickets or consults with other agents | Overloaded, underutilized |
| "I'm already swamped." | "Others are free, why is everything coming to me?" | Rushes responses to clear backlog | Burned out, pressured |
| "I wish complaints matched my actual skill set." | "There has to be a smarter way to assign work." | Spends time figuring out the right assignee | Unproductive, discouraged |

**👨‍💼 Admin / Manager**

| **Says** | **Thinks** | **Does** | **Feels** |
| --- | --- | --- | --- |
| "Our resolution time is too slow." | "Why are we missing SLA targets?" | Reviews metrics and agent performance | Stressed, under pressure |
| "Too many reassignments lately." | "Is our routing logic broken?" | Manually reassigns or audits complaints | Frustrated, reactive |
| "Some agents are overwhelmed, others are idle." | "How do I balance workload efficiently?" | Tries redistributing work manually | Concerned about morale & fairness |