Ideation Phase

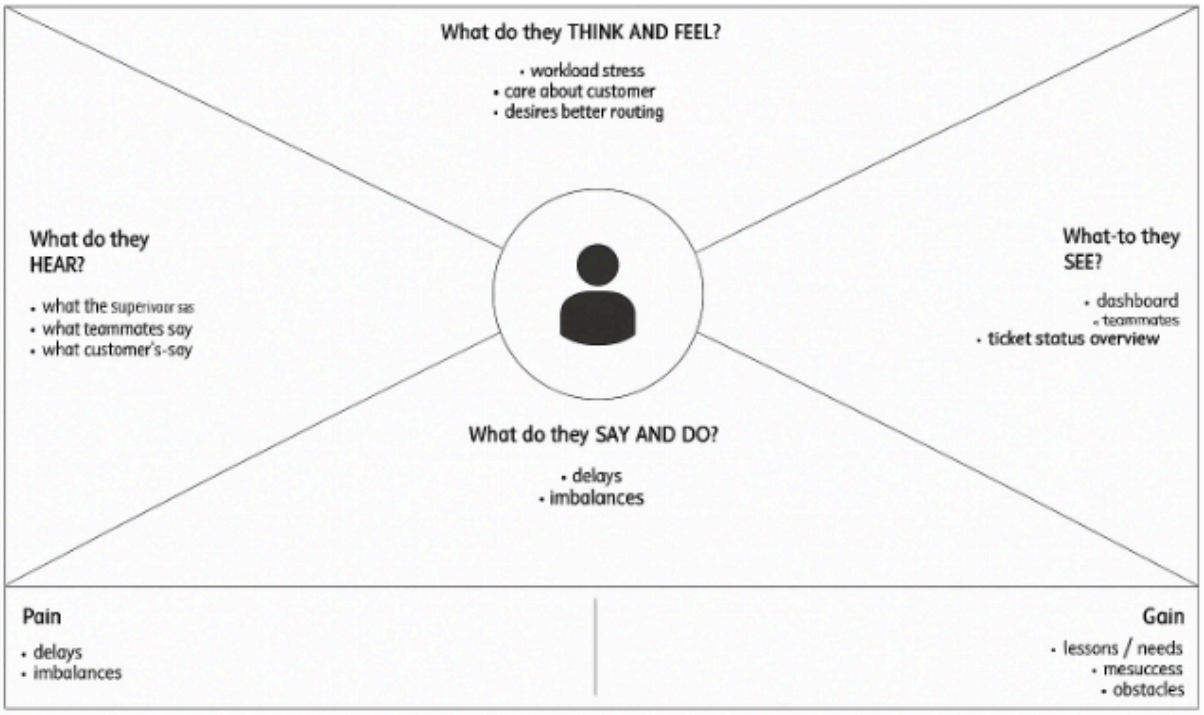
Empathize & Discover

Date	30 october 2025
Team ID	NM2025TMID00425
Project Name	Streamlining ticket Assignment for efficient support operations
Maximum Marks	4 Marks

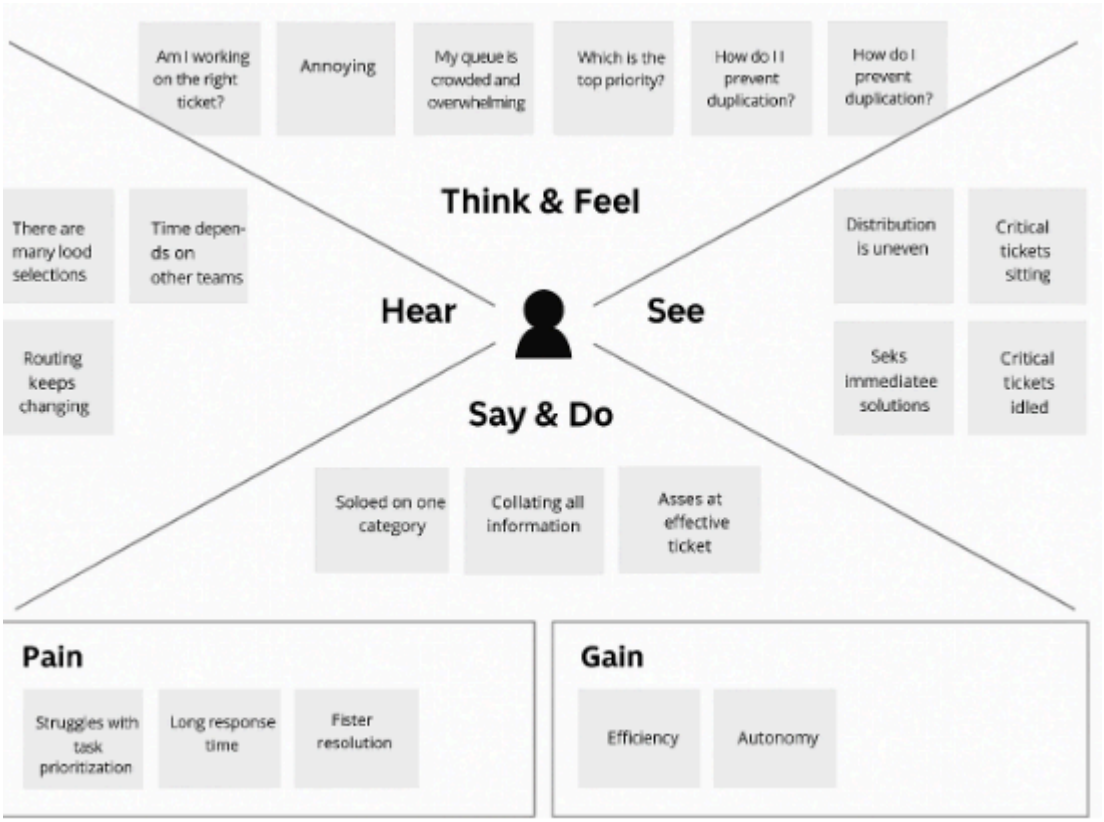
Empathy Map Canvas:

An **Empathy Map Canvas** for *Streamlining Ticket Assignment for Efficient Support Operations* helps teams visualize and understand the daily experiences, challenges, and motivations of support agents and customers within the ticketing workflow. It captures how agents think, feel, and act while managing tickets — revealing areas of frustration such as uneven workload distribution, delayed responses, or unclear prioritization. By mapping these insights, teams gain a clearer understanding of the human factors that impact efficiency and service quality.

Example:



Reference: https://miro.com/research-and-design/design-thinking-steps/


Am I working on the right ticket?
Annoying
My queue is crowded and overwhelming
Which is the top priority?
How do I I prevent duplication?
How do I prevent duplication?
Think & Feel
There are many lood selections
Time depen-ds on other teams
Hear
See
Distribution is uneven
Critical tickets sitting
Routing keeps changing
Seks immediatee solutions
Critical tickets idled
Say & Do
Soloed on one category
Collating all information
Asses at effective ticket
Pain
Struggles with task prioritization
Long response time
Fister resolution
Gain
Efficiency
Autonomy