Empathy Map Canvas

Date	**November 02, 2025**
TeamId	NM2025TMID08223
Project Name	Streamlining Ticket Assignment For Efficient Support Operations
Maximum Marks	4 Marks

User Profile

Name: Jordan Reyes (Persona)
Role: Support Agent in IT Service Desk
Demographics: 28 years old, 3 years experience, tech-savvy but overwhelmed by volume.
Goals: Resolve tickets efficiently, maintain work-life balance, feel valued for expertise.
Frustrations: Manual busywork, mismatched assignments, unclear priorities.

What Does the User...

Says

(Direct quotes or observed statements about ticket assignment)

- "I spend half my day just figuring out which tickets are mine—it's exhausting."
- "Why can't the system just send me the right ones? I'm good at hardware issues, not software bugs."
- "Another misrouted ticket; this is going to blow my SLA again."
- "The queue is a mess—high-priority stuff buried under junk."

Thinks

(Internal thoughts, concerns, aspirations)

- "If assignments were smarter, I could focus on solving problems instead of sorting them."
- "Management doesn't get how uneven this is; some days I'm swamped, others idle."
- "AI sounds great, but what if it overrides my expertise?"

- "Better routing would make me more effective and less stressed."

Does

(Observed behaviors and actions in daily workflow)

- Manually scans and reassigns 10-15 tickets per shift via ServiceNow Assignment Workbench.
- Checks agent skills table sporadically to self-select tickets.
- Escalates misassignments to supervisors, adding 5-10 min per incident.
- Uses personal spreadsheets to track workload, bypassing OOB dashboards.

Feels

(Emotions experienced during interactions)

- Frustrated by repetitive manual triage and perceived unfairness in load.
- Anxious about SLA deadlines due to delays in assignment.
- Empowered when tickets match skills, leading to quick wins and satisfaction.
- Overwhelmed during peaks, relieved by any automation hints.

Pains

(Key challenges, obstacles, and risks related to current ticket assignment)

- **Time Loss:** 30% of shift wasted on manual routing, delaying resolutions.
- **Workload Imbalance:** 50% variance in queue sizes causes burnout and idle time.
- **Skill Mismatch:** Assigned irrelevant tickets reduce first-contact resolution (currently 60%).
- **SLA Pressure:** 25% breach rate from initial misassignments, risking penalties.
- **Lack of Visibility:** No real-time insights into optimal assignees or bottlenecks.

Gains

(Potential benefits, outcomes, and delights from streamlined assignment)

- **Efficiency Boost:** Auto-routing saves 10+ hours/week, allowing deeper issue dives.
- **Balanced Workload:** Dynamic load balancing evens queues, improving morale (target 85% utilization).
- **Higher Accuracy:** Skill/AI matching lifts resolution rates to 80%+, with CSAT >4.2/5.

- **Proactive Insights:** Dashboards and feedback loops enable continuous improvements.
- **Empowerment:** Agents feel trusted with matched tasks, reducing escalations by 30%.

Insights & Opportunities

From this empathy map: Agents crave intelligent automation to eliminate drudgery while honoring their expertise. Opportunities include enhancing ServiceNow Assignment Rules with Predictive Intelligence for skill-based, workload-aware routing.

Key Takeaways:

- Prioritize low-effort OOB features (e.g., dynamic rules) for quick pain relief.
- Involve agents in AI training to build trust.
- Measure success via reduced manual interventions and agent surveys.