

Empathy Map Canvas

Date	November 02, 2025
TeamId	NM2025TMID02810
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

(Actual comments and feedback related to ticket assignment)

"I waste a huge chunk of my shift just figuring out which tickets should go to whom."

"If the system knows my skills, why isn't it assigning the right cases to me automatically?"

"Another ticket routed to the wrong queue—this is definitely going to impact my SLA."

"The queue is chaotic—critical incidents get buried under low-priority requests."

Thinks

(Unspoken thoughts, concerns, expectations)

"If assignments were more intelligent, I could spend more time resolving issues than sorting them."

"Leadership doesn't see how inconsistent the workload actually is—some agents drown while others are idle."

"AI-driven routing sounds promising, but I hope it doesn't undermine my expertise or judgement."

"Smarter, fairer distribution would improve my productivity and reduce stress."

Does

(Typical actions and coping strategies in daily work)

Manually filters and reallocates 10–15 tickets per shift through Assignment Workbench.

Occasionally checks agent skill records to self-pick suitable tickets.

Escalates incorrect assignments to leads or supervisors, adding delays of 5–10 minutes each.

Uses personal lists/spreadsheets to track workload instead of relying on default dashboards.

Feels

(Emotional state throughout the process)

Frustrated by repetitive manual sorting and perceived workload imbalance.

Stressed about missing SLAs due to slow or incorrect assignment.

Motivated and confident when assigned tickets align with strengths.

Overloaded during peak periods, but encouraged when automation helps lighten the load.

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.