Ideation Phase

Empathize & Discover

Date: 01 NOV 2025
**Team ID:** NM2025TMID03313
Project Name: Streamlining Ticket Assignment for Efficient Support Operations
Maximum Marks: 4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how support agents and managers currently handle ticket assignment within the ServiceNow platform. Through observation and interviews, they discovered that manual ticket assignment often causes delays, uneven workload distribution, and frustration among support staff. Some agents become overburdened while others remain underutilized, resulting in inconsistent service quality and longer response times.

By engaging directly with users and team leads, the team identified the emotional and operational pain points — such as stress from high workloads, uncertainty about ticket ownership, and lack of transparency in assignment decisions. These findings highlight the need for an automated and fair ticket distribution system that enhances both agent satisfaction and customer experience.
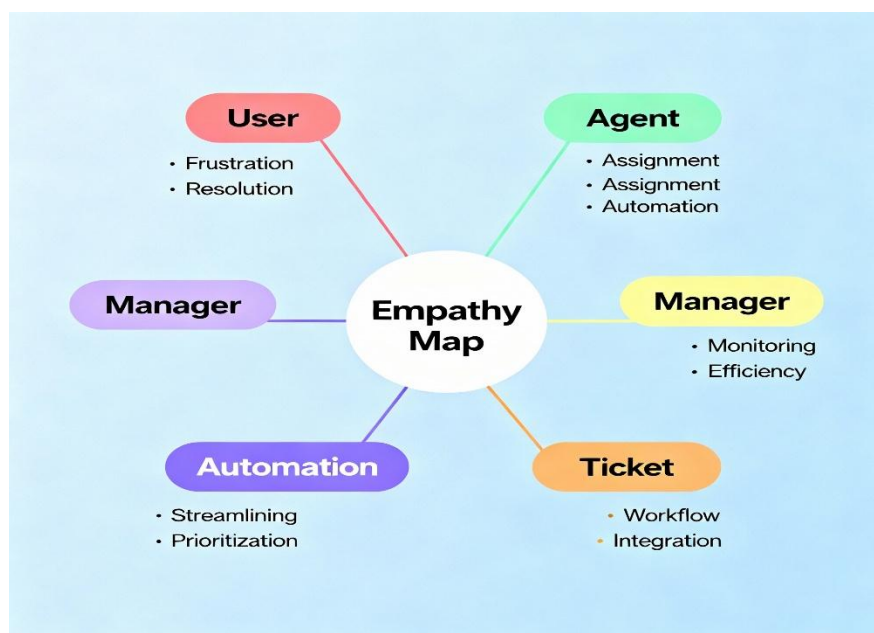
Gathering these insights allowed the team to clearly understand the daily struggles faced by the support team. It became evident that the solution must not only optimize efficiency but also empower agents by ensuring clarity, fairness, and accountability in the ticketing process.

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

Empathy Mapping Outcome:

The empathy map helped visualize what agents **think**, **feel**, **say**, and **do** while managing ticket queues. It exposed their frustrations (like repetitive manual sorting), goals (faster response times), and needs (balanced workloads, better visibility, and autonomy).

This understanding guided the design of a smarter ticket assignment module — one that automatically evaluates ticket parameters such as priority, complexity, and current agent load before routing.

Example:
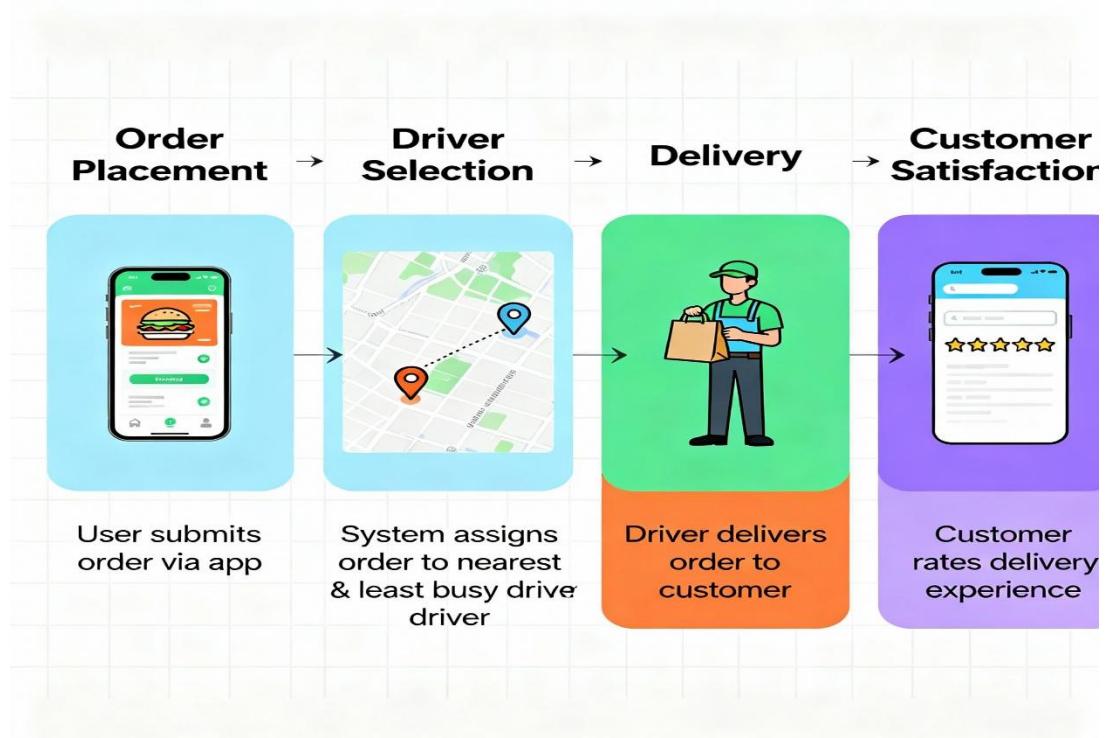
Just as automated food delivery systems assign orders to the nearest and least-busy drivers, our system ensures that each new ticket is routed to the most suitable and available support agent.

By deeply understanding user behavior and challenges through empathy mapping, the team recognized the crucial pain points — lack of workload visibility, manual dependency, and slow turnaround. These insights led to the creation of an intelligent, automated, and data-driven assignment system in ServiceNow that improves fairness, reduces response time, and boosts user satisfaction.

As a result, support operations become smoother, agents feel more supported, and customers receive faster resolutions — all contributing to a more efficient and reliable service management ecosystem.