

Empathy Map Canvas

The Empathy Map Canvas was developed to gain a deeper understanding of the perspectives, emotions, and expectations of the two key user groups involved in the garage ecosystem: customers and garage staff. The main objective of this mapping exercise is to identify the pain points, motivations, and behavioral patterns of these users, allowing the project team to design a solution that effectively addresses their real-world challenges.

By focusing on what users see, hear, think, feel, say, and do, the empathy map bridges the gap between business goals and human needs. It shifts the design focus from features to user experience, helping ensure that the Salesforce-based Garage Management System not only improves operational efficiency but also enhances overall satisfaction for both customers and employees.

Two primary personas were mapped:

Garage Customers – Individuals who bring their vehicles for maintenance or repair services. They expect clarity, professionalism, transparency in billing, and timely service delivery.

Garage Staff – Mechanics, service advisors, and managers who are responsible for handling service requests, customer communication, billing, and inventory management. They need efficient workflows, task coordination, and automation to manage their workload effectively.

This dual perspective enables a balanced understanding of both sides of the service experience — the external customer's expectations and the internal team's operational difficulties.