

Garage Management System - Problem-Solution Fit

Customer Segments

Car owners, service advisors, garage managers, mechanics.

Jobs-to-be-Done / Problems

Car owners want timely, transparent, and efficient vehicle maintenance. Current garage workflows are manual and inefficient, leading to delays and miscommunication.

Triggers

Customers experience frustration due to unclear repair status or long waiting times. They may act when they miss scheduled maintenance or face a vehicle breakdown.

Emotions Before / After

Before: Frustrated, unsure, anxious. After: Informed, relieved, satisfied.

Available Solutions

Manual logs, spreadsheets, or basic ticketing systems. These lack real-time updates, service tracking, or integration with customer communication channels.

Customer Constraints

Limited tech familiarity, budget constraints for digital solutions, lack of 24/7 service access.

Behavior

Search online for local garages, call for updates, keep paper receipts. Use WhatsApp or SMS to contact mechanics.

Channels of Behavior - Online

Search engines, garage websites, Google Maps, WhatsApp, Facebook.

Channels of Behavior - Offline

Phone calls, garage visits, paper logs or receipts.

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Problem Root Cause

Lack of digital infrastructure in small and mid-sized garages; traditional habits; limited awareness of automated solutions.

Your Solution

A Garage Management System with user-friendly mobile/web interfaces, automated service updates, digital job cards, billing, real-time notifications, and CRM features.

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Flowchart: Problem to Solution

Problem-Solution Fit Flow

