

# EMPATHY MAP CANVAS

Date	23 October 2025
Team ID	NM2025TMID01747
Project Name	Garage Management System
Maximum Marks	4 Marks

## Empathy Map Summary

The **Empathy Map Canvas** was created to understand the needs and emotions of both customers and garage staff.

### Customer Perspective:

Customers often perceive garage services as disorganized, with unclear communication about repairs and delivery times. They hear inconsistent updates on costs and progress, causing frustration. They think and feel anxious about service quality and billing fairness and often take action by repeatedly contacting the garage for updates. Their main pain points are poor communication and billing errors, while their desired gains include transparency, timely updates, and accurate service records.

### Staff Perspective:

Garage employees see a heavy workload managed manually and hear frequent complaints from customers. They feel overworked due to repetitive administrative tasks and lack of coordination. Their main pain point is inefficiency caused by manual operations, and their expected gain is improved workflow and productivity through automation.

This analysis helped shape the **Salesforce-based Garage Management System**, emphasizing automation, transparent communication, and data accuracy for both customers and staff.

