

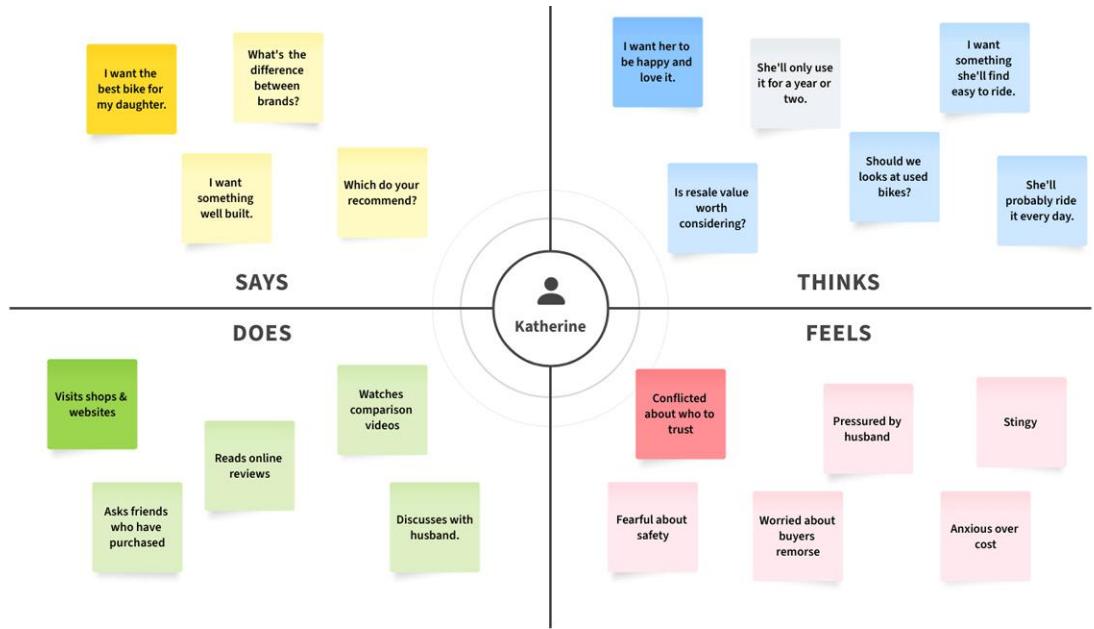
Ideation Phase

Empathize & Discover

Date	
Team Id	NM2025TMID04471
Project Name	Garage Management
Maximum Marks	4 Marks

Empathy Map Canvas:

Based on the Empathy Map Canvas, the core challenges for the Garage Service Manager/Owner revolve around losing time and money due to fragmented processes. They see wasted movement as technicians manually log time and stack up paperwork, and they hear complaints from staff about missing parts and from customers about delays and unclear pricing. Internally, the manager thinks and feels anxious about consistently under-billing for diagnostic time and frustrated by administrative tasks that prevent them from focusing on customer service. The overall pain is the lack of a single, real-time, mobile system that can automate workflows, provide visual proof for quick customer approvals (their key gain), and ensure that every minute of billable labor is accurately captured, ultimately driving efficiency and improving the shop's reputation.



Example:

Our customer, the Shop Owner who feels anxious about losing money and stressed by paperwork, is constantly attempting to ensure every hour of technician labor is accurately tracked and billed (addressing the pain of lost revenue). They are struggling because their current management system forces technicians to physically leave the bay to log time at a shared computer (reflecting the "Sees" pain point of wasted movement), which leads to a lack of confidence in their job costing and the fear of underreporting billable minutes (the core "Thinks/Feels" anxiety). As a direct result, the garage experiences an estimated 10-15% leakage in profitable labor time and delayed customer handoffs, which ultimately means lower overall shop profitability and the inability to confidently project growth or offer competitive wages.