

## **Ideation Phase**

### **Empathize & Discover**

Date	27 OCTOBER 2025
Team ID	NM2025TMID05681
Project Name	Garage Management System
Maximum Marks	4 Marks

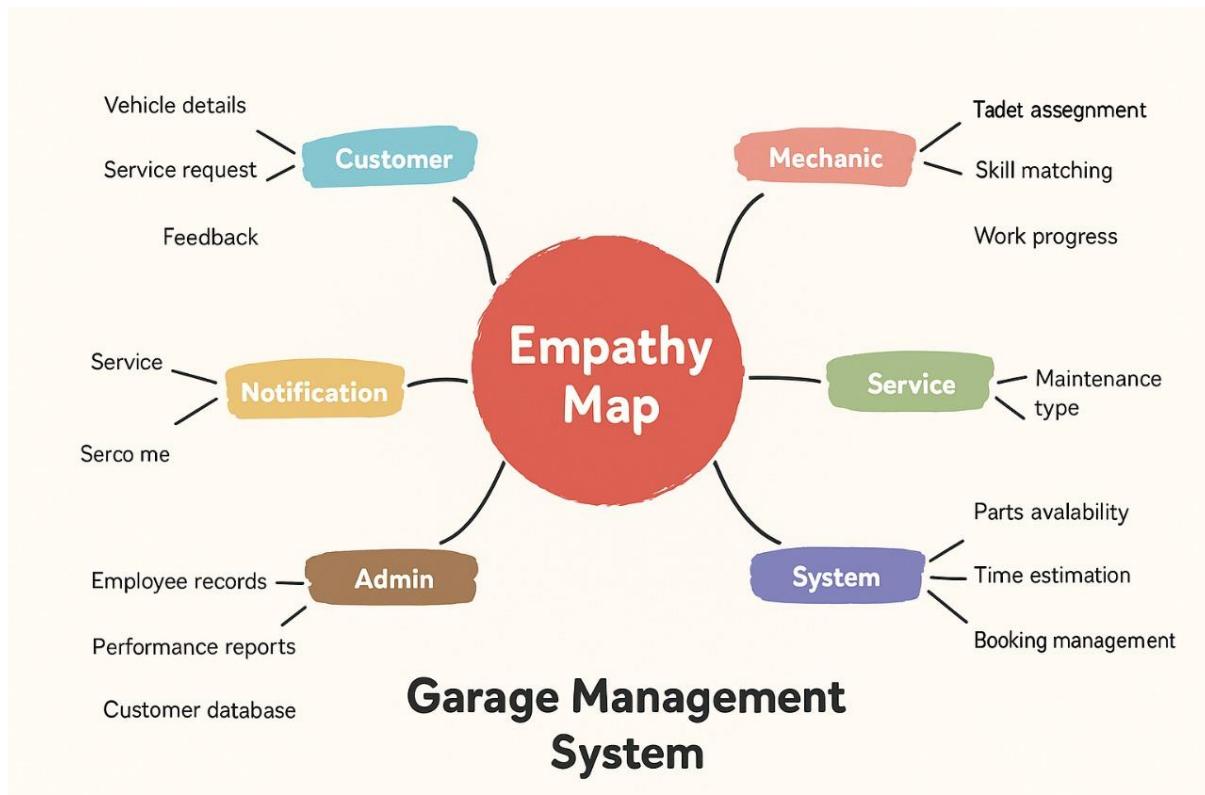
#### **Empathy Map Canvas:**

In the Empathize & Discover phase, the team explores how customers, mechanics, and garage managers interact with the current service process. They observe that customers often feel anxious and disconnected because they have no clear visibility into the status of their vehicle once it is handed over for service. Through interviews and on-site observations, the team learns that customers frequently call or visit the garage just to get basic updates, causing unnecessary follow-ups and communication gaps.

Mechanics and managers also express challenges. Mechanics struggle when job details are incomplete, leading to repeated clarifications and delays. Managers highlight that manual tracking of service progress makes coordination difficult and slows down decision-making. These insights reveal how the lack of real-time updates affects trust, efficiency, and customer satisfaction.

By gathering real experiences, the team begins to understand the emotional impact across all users—customers feel uncertain, mechanics feel pressured, and managers feel overwhelmed. This phase highlights the need for transparency, better communication, and system-driven updates. The discoveries clearly show that introducing real-time status tracking, clear job documentation, and automated notifications can make the service experience more efficient, reliable, and user-friendly.

**Example:**

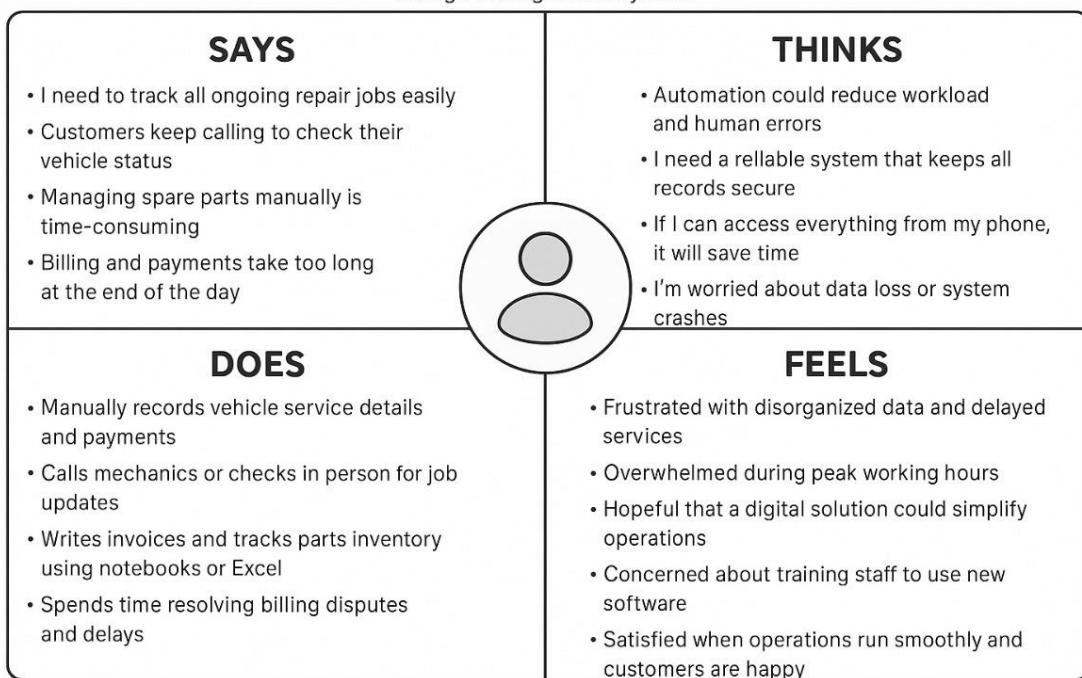


Reference: <https://www.mural.co/templates/empathy-map-canvas>

The empathy map revealed the main challenges faced in the garage service process. Customers struggle with the lack of real-time service updates and feel uncertain about their vehicle's status, while staff face difficulties due to manual coordination and unclear job details. These insights highlighted the need for better communication and service transparency. Overall, the empathy map helped guide the design of a more user-friendly Garage Management System that ensures clearer updates and smoother interactions for all users.

# EMPATHY MAP

Garage Management System



By deeply understanding users through empathy mapping, we identified the key frustrations and service gaps affecting the garage workflow. The insights revealed pain points such as the absence of real-time service updates, unclear job assignment details, and a lack of system support for smooth communication among customers, mechanics, and managers. As a result, we designed a smarter and more user-centric Garage Management System that provides live service tracking, clear job documentation, and automated notifications. This ensures transparency throughout the service lifecycle, improves coordination, boosts operational efficiency, and enhances customer confidence in the overall garage service experience.