

Ideation Phase

Empathize & Discover

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Project Name	GARAGE MANAGEMENT SYSTEM

Empathy Map Canvas: Garage Management System

The goal of this empathy map is to understand the **customer's perspective** when they interact with the garage for vehicle servicing or repair.

WHO are we empathizing with?

- **Primary User:** Vehicle owner (customer) visiting the garage.
- **Profile:**
 - A working professional or household customer.
 - May or may not be technically knowledgeable about car issues.
 - Needs timely and trustworthy service.
- **Situation:**
 - Approaches the garage for vehicle maintenance, repairs, or replacements.
 - Engages through appointment booking and receives services.
 - Gives feedback after the service.

What do they SAY?

These are the actual statements or expressions customers may use:

- "How long will my service take?"
- "Can I trust your mechanics?"
- "Please notify me of any additional charges."
- "Do you use genuine parts?"
- "I want to be sure I'm not being overcharged."

These statements reflect their expectations, concerns, and inquiries.

What do they DO?

These are the observable actions and behaviors:

- Book appointments online or through calls.

- Call for status updates during the service.
- Cross-check service costs online or with other garages.
- Drop off the vehicle and wait or leave.
- Review service history or give feedback after service.

Behavior shows they value transparency, time efficiency, and reliability.

What do they THINK?

These are internal thoughts not spoken aloud but important:

- “Will they handle my car properly?”
- “What if there’s a hidden cost I wasn’t informed of?”
- “Are they delaying to charge more?”
- “Will I have to come back again for the same issue?”

Thoughts highlight doubt, expectations, and trust issues.

What do they FEEL?

These are emotional reactions at different stages of the service:

- **Before service:** Worried, anxious, hopeful.
- **During service:** Curious, impatient, cautious.
- **After service:**
 - If satisfied: Happy, relieved, loyal.
 - If dissatisfied: Angry, cheated, upset.

Feelings help us build empathy and improve user experience.

What are their PAINS?

The frustrations, fears, and negative experiences:

- Long waiting times at the garage.
- Lack of real-time updates on vehicle status.
- Confusing or unclear billing.
- Poor communication from staff.
- Inability to track past services or history.
- Unprofessional behavior or lack of follow-up.

Understanding pain points guides product improvements.

What are their GAINS?

Their desires, goals, and the value they seek:

- Quick and efficient service turnaround.
- Transparent cost estimation before service.
- Clear communication throughout the process.
- Easy appointment booking and reminders.
- High-quality work with warranty or assurance.
- SMS/email updates about progress or completion.

These gains are what the Garage Management System should strive to deliver.

Summary:

Element	Description
Who	Garage customers needing reliable and efficient vehicle service.
Say	Ask about timelines, trust, parts used, and costs.
Do	Book appointments, call for updates, compare prices.
Think	Worry about cost, time, and trust.
Feel	Anxious, relieved, or disappointed depending on experience.
Pains	Delays, miscommunication, unclear bills.
Gains	Fast service, transparency, updates, ease of use.

Empathy Map Canvas for "GARAGE MANAGEMENT SYSTEM":

