

2. IDEATION PHASE

The ideation phase is the foundation of planning and designing a successful automated car catalog system. It focuses on identifying core needs, defining goals, and exploring features, users, and technologies.

2.1 Problem Statement

Traditional car showrooms often struggle with:

- Limited physical display space
- Time-consuming sales interactions
- Inconsistent customer experience
- Lack of real-time inventory visibility
- Low engagement from digital-native customers
- Opportunity: A digital, interactive catalog system can solve these challenges and modernize the showroom experience.

2.2 Empathy Map Canvas

Here is a complete Empathy Map Canvas tailored for a Car Showroom Visitor using an Automated Car Catalog System. This tool helps understand the customer's mindset, feelings, and behaviors during their showroom experience.

Empathy Map Canvas

User Persona: Car Showroom Visitor

Context: Exploring vehicles through an automated car catalog system in a showroom

THINKS

"I hope I can find a car that fits my needs and budget."

"I don't want to waste time waiting for a salesperson."

"I'm overwhelmed by too many choices."

"I wish I could compare models more easily."

"Will I get the full picture without a test drive?"

2.3 Brainstorming

Discovery & Browsing

Smart filters (fuel type, price, seating capacity, lifestyle use)

Voice-assisted search: “Show me SUVs under \$30,000”

Category cards (Electric | Family | Luxury | Compact)

Immersive Experience

360° spin + interior views of each model

Augmented Reality (view car in your driveway via mobile)

Color switcher + trim level visualizer

Engagement

Compare up to 3 models side-by-side

Save “Favorites” with QR code to continue at home

Customer journey tracker