

Ideation Phase – Empathize & Discover

Date:	02/11/2025
Team ID:	NM2025TMID03021
Project Name:	Garage Management System
Maximum Marks:	4 Marks

Empathy Map Canvas

In the *Empathize & Discover* phase, our team explored how **garage owners, mechanics, and customers** currently manage service records and communication in traditional garage operations. Through observation and short interviews, we learned that most garages still depend on **manual entry in notebooks or spreadsheets**, which often leads to **miscommunication, missing data, and delays in service updates**.

Garage owners expressed frustration over **tracking multiple vehicles, assigning jobs to mechanics, and maintaining accurate records**. Mechanics found it difficult to manage workloads without a centralized task list, and customers often felt **uninformed about the status of their vehicles**.

By analyzing these pain points, our team discovered that **lack of automation, transparency, and service tracking** is the root cause of inefficiency. Understanding these daily struggles helped us empathize with all stakeholders and guided us to design a **Salesforce-based Garage Management System** that provides automation, real-time updates, and improved workflow visibility.

Reference:

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

Example:



Empathy Map Insights

The empathy map helped us visualize how each user type interacts with the garage system and where the key frustrations lie. We categorized our insights into four main areas — **Says**, **Thinks**, **Does**, and **Feels** — to better understand user expectations.

User Type	Says	Thinks	Does	Feels
Garage Owner	“It’s hard to track who’s working on which vehicle.”	Needs better control and monitoring tools.	Assigns jobs manually and checks progress through calls.	Overwhelmed and disorganized.
Mechanic	“I lose track of pending repairs sometimes.”	Wants a clear job list and reminders.	Works based on verbal updates or notes.	Confused, rushed, and under pressure.
Customer	“I wish I could know when my vehicle will be ready.”	Expects transparency and regular updates.	Calls the garage repeatedly for updates.	Frustrated and uncertain.

Key Discoveries

- Manual record-keeping leads to **errors, missed updates, and poor coordination**.
- Lack of automated notifications creates **communication gaps** between the garage and customers.
- Mechanics need a **centralized task view** to manage workloads effectively.
- Customers want **real-time service status and billing transparency**.

Conclusion

By deeply understanding the challenges faced by garage owners, staff, and customers, our team identified the need for a **cloud-based Garage Management System**. The empathy phase revealed key pain points like **unclear communication, workload confusion, and lack of transparency**.

These insights inspired us to build a **Salesforce-powered solution** with automated workflows, service tracking, and notifications — improving efficiency, customer satisfaction, and overall management reliability.