Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID30467
Project Name	Automated Car Catalog System For Enhanced Showroom Management
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

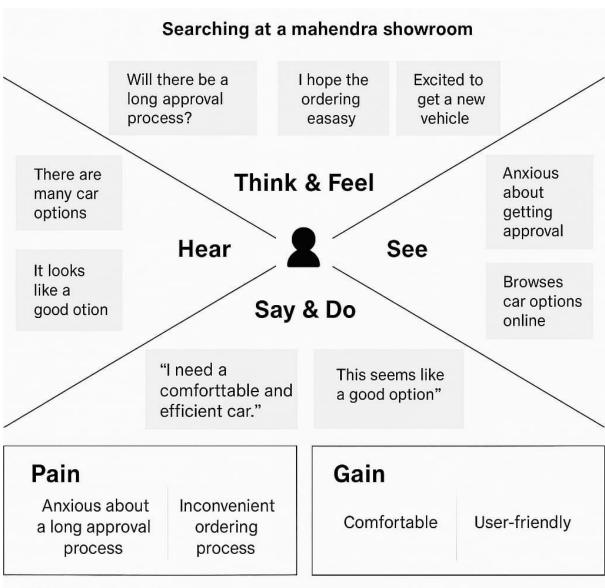It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Planning Logic for Mahendra Car Catalog System (ServiceNow)

To develop the Mahendra Car Catalog System efficiently, we followed an **agile sprint-based planning model** using **epics, stories, and story points**. Each sprint was structured over **5 working days**, with a focused goal for each cycle.

Key Concepts Used:

- **Epic**: A large module like "Catalog Setup" or "Workflow Automation."

- **Story**: A specific task that contributes to an epic.

- **Story Points**: Effort estimation using the Fibonacci scale (1, 2, 3, 5...).

- **Sprint**: A fixed development period of 5 days.

- **Velocity**: Average story points completed per sprint (helps future planning).

Searching at a mahendra showroom

Will there be a long approval process?

I hope the ordering easasy

Excited to get a new vehicle

Think & Feel

There are many car options

Anxious about getting approval

Hear

See

It looks like a good otion

Browses car options online

Say & Do

"I need a comforttable and efficient car."

This seems like a good option"

Pain

Anxious about a long approval process	Inconvenient ordering process

Gain

Comfortable	User-friendly

Gain' '.nconlemot ordering process