**Ideation Phase   
 Empathize & Discover**

| Date | 31 june 2025 |
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| Team ID | LTVIP2025TMID28960 |
| Project Name | Automated Car Catalog System For Enhanced Showroom Management |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

An Empathy Map for the Automated Car Catalog System for Enhanced Showroom Management helps us understand the users—mainly showroom sales staff, managers, and potential car buyers—who rely on the catalog to view, manage, and compare cars efficiently. These users often say things like “I can’t find the latest model details,” or “I wish I could filter cars by price or features,” while thinking about whether the information they provide to customers is accurate and updated. They usually see outdated listings, scattered car specs, and no real-time stock status, and end up doing tasks like checking multiple spreadsheets, calling backend teams, and struggling to give a clear presentation to customers. As a result, they feel frustrated, under pressure, and unsupported, especially during busy hours or when handling demanding customers. Their goals include having a centralized platform to explore and update car listings, compare models easily, track stock status in real time, and provide a smooth customer experience. However, they face challenges such as lack of customization previews, missing comparison tools, no automatic updates, and unclear inventory details—making it essential to build a system that simplifies their workflow and enhances both staff and customer satisfaction.

**Example:** 