Ideation Phase
Empathy Map Canvas

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Team ID	NM2025TMID08208
Project Name	Garage Management System

1. Introduction

An **Empathy Map** helps understand the users of the **Garage Management System (GMS)**—their behaviors, challenges, and goals.
By visualizing these insights, we can design system features that align with real garage operations and user needs.

Purpose:
Identify what users say, think, do, and feel.

Understand user frustrations and motivations.

Align system design with user expectations and workflow efficiency.

Users of MIMS:

Inventory Managers

Procurement Staff

Warehouse Supervisors

Administrative Staff

2. Detailed User Personas

Persona 1: Garage Manager – Arjun

Role: Oversees daily operations, assigns services, reviews reports.

Goals: Ensure smooth workflow, reduce manual workload, and improve customer satisfaction.

Frustrations: Difficulty in tracking multiple service requests manually, lack of consolidated performance data.

Daily Tasks: Managing staff, reviewing service records, generating revenue reports, communicating with customers.

<u>Persona 2: Service Staff – Priya</u>

Role: Records customer details, creates service requests, handles billing.
Goals: Maintain accurate data, generate invoices quickly, and keep customers informed.
Frustrations: Manual billing errors, difficulty tracking pending payments, duplicate records.
Daily Tasks: Logging customer details, preparing invoices, updating service statuses, coordinating with mechanics.

3. Empathy Map Table

Category	Garage Manager	Service Staff	Mechanic	Admin Staff
Says	"I need a clear overview of all ongoing services"	"Billing should be automated and accurate."	"I want to see my assigned jobs easily."	"Reports should be generated automatically"
Thinks	"Manual tracking wastes time and causes confusion."	"I wish the system could handle invoices automatically"	"Paper-based records make it hard to check service status."	"We need a simple dashboard for performance tracking."
Does	Assigns mechanics, reviews daily service and revenue reports.	Creates service requests and invoices manually.	Completes service tasks and informs staff.	Collects service data and compiles reports manually.
Feels	Stressed by lack of real-time visibility.	Frustrated by repetitive data entry.	Confused when service details aren't updated.	Overwhelmed by manual reporting tasks.

Says	Thinks
"I want quick service scheduling" "Can I track the system integrate with supplier databases?"	"Manual calls are slow, automation would help" "Interface should mobile-friendly"
Does	**Feels**
"Registers ivenory books appotmts, cheks dashboad" "Registers vehicle, books appointments, service status	"Satisfied with stock low; relieved when the system updates automatically "Frustrated with frequent by unldar billing

4. Observations and Insights

Users Need Automation: Manual service tracking and billing take too much time and lead to frequent errors.

Real-Time Data is Essential: Service progress, payments, and mechanic status must be updated instantly.

Alerts Improve Coordination: Automatic notifications for service completion and payments improve workflow efficiency.

Dashboards Simplify Monitoring: Managers and staff need clear dashboards for service count, revenue, and mechanic performance.

Example Insights:

Service Staff spend 2–3 hours daily preparing invoices manually.

Mechanics rely on staff updates instead of viewing their assigned jobs digitally.

Garage Managers struggle to get consolidated performance reports across services.

5. User Scenarios

Scenario 1: Service Request and Billing Automation

Customer details and vehicle information are recorded by Service Staff.

A service request is created and assigned to a mechanic.

After service completion, billing details are generated automatically.

Customer receives a confirmation email with invoice and feedback link.
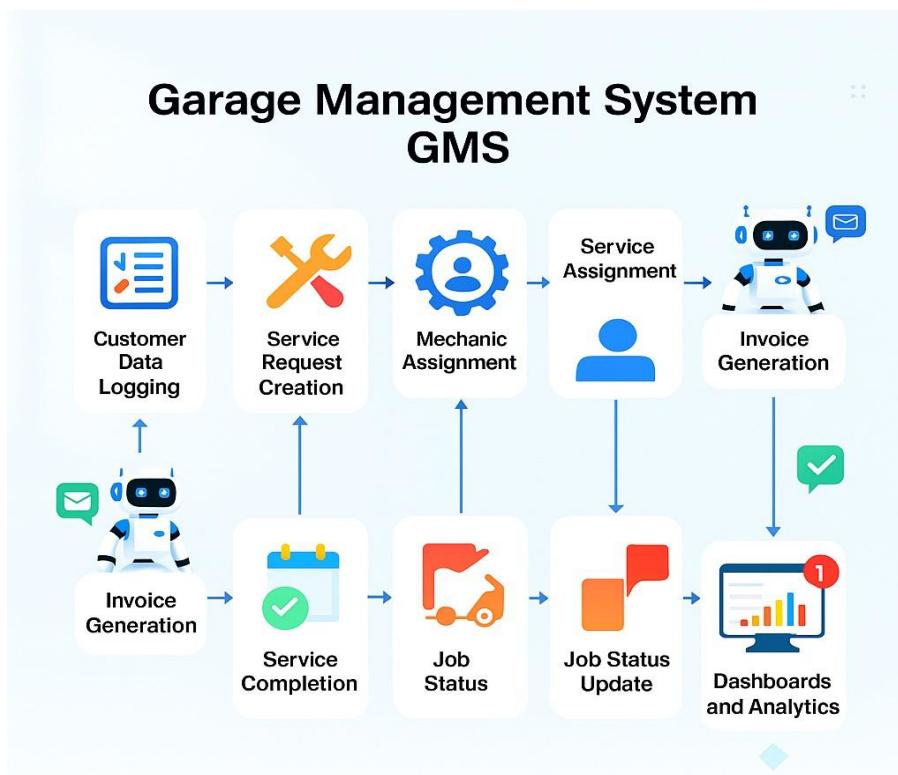
Scenario 2: Service Tracking and Reporting

Garage Manager logs in to the Salesforce dashboard.

Reviews live data of ongoing and completed services.

Dashboard highlights daily revenue and mechanic performance.

Reports are automatically generated and emailed weekly to the admin.

Garage Management System GMS

Conclusion

The **Empathy Map Canvas** highlights that users of the **Garage Management System (GMS)** require a **centralized, automated, and intelligent platform** to manage garage operations efficiently.

By offering **real-time updates, automated billing, performance dashboards, and workflow automation**, Salesforce-based GMS will reduce errors, improve coordination, and enhance both **operational efficiency and customer satisfaction**..