

Ideation phase

Empathy Map

Date	25/10/2025
Team ID	NM2025TMID02695
Project Name	Garage Management system
Maximum Mark	4 Marks

3.1 Purpose

The empathy map helps the team understand the end-users — their needs, frustrations, and expectations — enabling a human-centered design approach in Salesforce.

3.2 Target User Groups

- Garage Managers** – Oversee operations, revenue, and staff coordination.
- Mechanics / Technicians** – Execute services and update job status.
- Reception Staff** – Handle bookings, customer communication, and billing.
- Customers** – Expect timely updates and transparent billing.

3.3 User Persona Example: Garage Manager

Dimension	Insights
Name	Ramesh Kumar
Age	38
Role	Garage Manager
Goals	Monitor daily operations, track service progress, ensure timely billing, and retain customers.
Challenges	Manual recordkeeping, unclear job assignments, and lack of digital data access.

Empathy Map

Thinks	Feels	Says	Does
"We need a simple way to view all ongoing services."	Feels frustrated due to constant confusion among staff.	"Where is that customer's service record?"	Checks multiple registers for info.

"Automating tasks would save time."	Feels overwhelmed by manual work.	"We lose customers due to poor communication."	Calls or messages mechanics individually.
"Reports could help me plan better."	Feels pressured to improve performance.	"I want one dashboard to see everything."	Manually totals revenue at day's end.

Insights

- Managers value visibility and automation.
- Frustration stems from lack of structure and reporting tools.
- A Salesforce dashboard and automated workflows can directly address their pain points.

3.4 User Persona Example: Customer

Dimension	Insights
Name	Priya Sharma
Age	32
Role	Customer
Goals	Get timely and quality vehicle servicing.
Challenges	Doesn't get service updates or digital invoices.

Empathy Map

Thinks	Feels	Says	Does
"I wish I knew when my vehicle would be ready."	Feels anxious about delays.	"No one updates me on the repair."	Calls garage multiple times.
"It'd be great to get service reminders."	Feels positive about digital updates.	"I prefer transparent billing."	Cross-checks bills manually.

Insights

- Customers desire communication transparency.
- Email notifications and SMS updates will improve satisfaction.
- A digital invoice builds trust and professionalism.