Ideation Phase
Empathize & Discover

Date	1 Nov 2025
Team ID	NM2025TMID02085
Project Name	Garage Management system

Empathy Map Canvas:

In the Empathize & Discover phase, the team observes how garage managers, service technicians, and billing administrators interact with the existing manual processes. They learn that many staff feel overwhelmed by the tedious task of manually tracking customer details, appointments, and billing records. Interviews with stakeholders reveal that this causes frequent errors, miscommunication, delayed services, and billing mistakes.

Gathering these insights helped the team understand the real impact of fragmented workflows and data inconsistencies. Understanding the daily challenges faced by users clarified the need for an automated, centralized system with real-time alerts, validation checks, and seamless communication to improve accuracy and efficiency.

These discoveries guided the design of the Garage Management System to be intuitive, practical, and user-friendly. The solution incorporates automation of data entry, appointment reminders, service status tracking, billing validations, and alerts for both staff and customers, reducing confusion and workload while boosting operational reliability.

Example: Garage Management System

By deeply empathizing with users through observation and interviews, the team identified critical frustrations related to manual workflows and information silos. Pain points included inconsistent data entry, missed appointments, delayed service updates, and billing errors.

These insights propelled the development of a Salesforce-based system integrating custom objects, automated flows, and Apex triggers for validation and notifications. The system now prevents errors by automating key processes and providing real-time updates, enhancing transparency and accountability.

This empathetic understanding radically improved user confidence, reduced operational delays, and increased customer satisfaction by ensuring timely, accurate service management.

Empathy Map: Garage Management System

THINK & FEEL			HEAR	
Overwhelmed by manual records	Worried about missed updates	Frustrated by billing errors	Reminder: appt was missed	Billing needs correction

SEE		SAY & DO	
Multiple spreadsheets	Service status not visible	Need to check all logs again	Don't trust billing totals

PAIN		GAIN	
Frequent manual errors	Confusion in schedules	Simplified workflows	Accurate real-time data