Ideation Phase
Empathize & Discover

Date	1 NOV 2025
Team ID	NM2025TMID02844
Project Name	Garage Management System
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the project team focused on understanding the real-world challenges faced by garage owners, service managers, and customers in day-to-day operations.

Through direct observation and discussion, the team discovered that most garages still rely on manual methods for recording customer details, scheduling appointments, and tracking service progress. This often results in confusion, missing records, delayed billing, and reduced customer satisfaction.
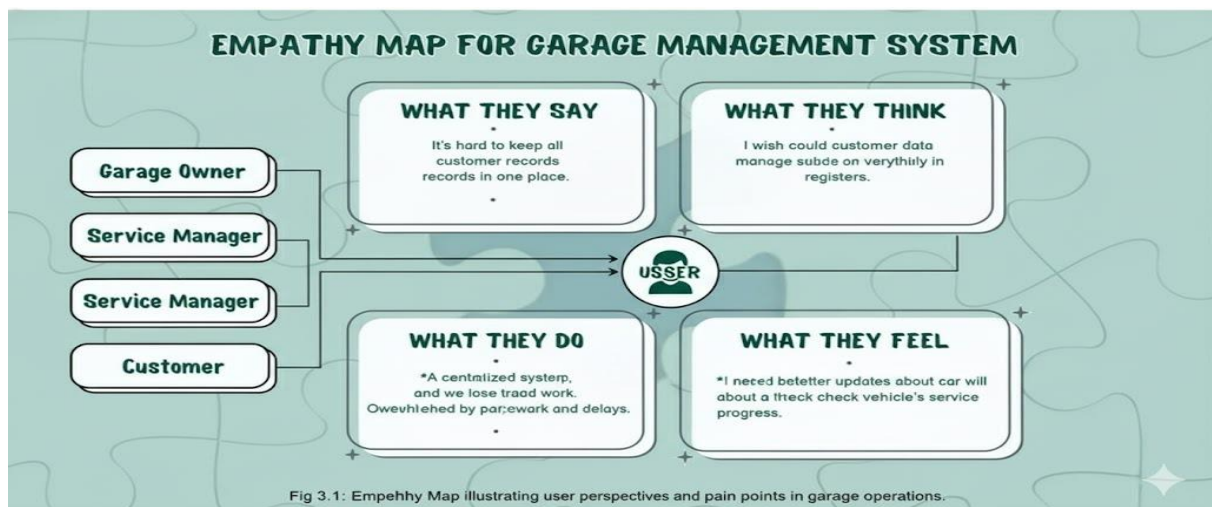
By interviewing stakeholders, including service staff and vehicle owners, the team identified key frustrations such as:

➢ Difficulty in maintaining organized customer data.
➢ Lack of real-time updates on service progress.
➢ Miscommunication between staff during service handovers.
➢ Time-consuming manual billing and receipt generation.

Gathering these insights helped the team understand the emotional and operational pain points faced by users. Service managers expressed a need for a unified platform to track work efficiently, while customers wanted more transparency and timely updates.

This understanding guided the team toward designing a Salesforce-based system that is both user-friendly and efficient, automating most of the critical processes in garage management.

Example:

Fig 3.1: Empehhy Map illustrating user perspectives and pain points in garage operations.

Key Insights Discovered

From empathy mapping and field discussions, the following insights were discovered:

Data Mismanagement: Manual processes make it difficult to access past records and service histories.

Communication Gaps: Customers and managers lack a structured way to share real-time updates.

Operational Delays: Appointment clashes and missing information slow down workflow efficiency.

Billing Inconsistency: Invoices are prepared manually, leading to potential calculation errors.

Customer Frustration: Lack of transparency results in poor customer experience and trust issues.

These insights revealed that garages require a centralized digital system that combines customer management, service tracking, and billing automation in one secure cloud platform.

Outcome of the Empathize & Discover Phase

By deeply understanding the users through empathy mapping, the team identified the crucial challenges and frustrations within traditional garage management.
These insights directly influenced the design of a Salesforce-powered Garage Management System that:

➢ Automates customer, service, and billing workflows.

➢ Provides instant updates and transparent communication.

➢ Ensures data accuracy and easy accessibility through cloud storage.

➢ Enhances user satisfaction with a simplified, intuitive interface.

As a result, the system not only solves operational inefficiencies but also boosts productivity, strengthens customer relationships, and modernizes garage management using Salesforce CRM technology.