

IDEA GENERATION & PRIORITIZATION

Date	23 October 2025
Team ID	NM2025TMID02904
Project Name	Garage Management System
Maximum Marks	4 marks

Empathy Map Canvas :

The Empathy Map Canvas was developed to analyze the perspectives of both garage customers and the employees who manage daily operations. From the customer's perspective, they see a crowded and unstructured service environment where vehicle updates are not easily accessible. They hear uncertain responses about repair durations and pricing, which makes them feel doubtful about the overall service transparency. Customers think and feel concerned about whether their vehicle is being handled properly and whether they are being charged fairly. They often say and do things such as asking multiple times for service status and trying to keep their own manual notes. Their key pain points include lack of clear information, delay in receiving updates, and difficulty in tracking their vehicle service history. Their desired gains are timely notifications, accurate cost details, and easy access to past service records.

This empathy mapping helped us to shape the Salesforce-based Garage Management System to focus on clarity, automation, centralized data, and real-time updates for both customers and garage staff.

Garage Management System

