Ideation Phase

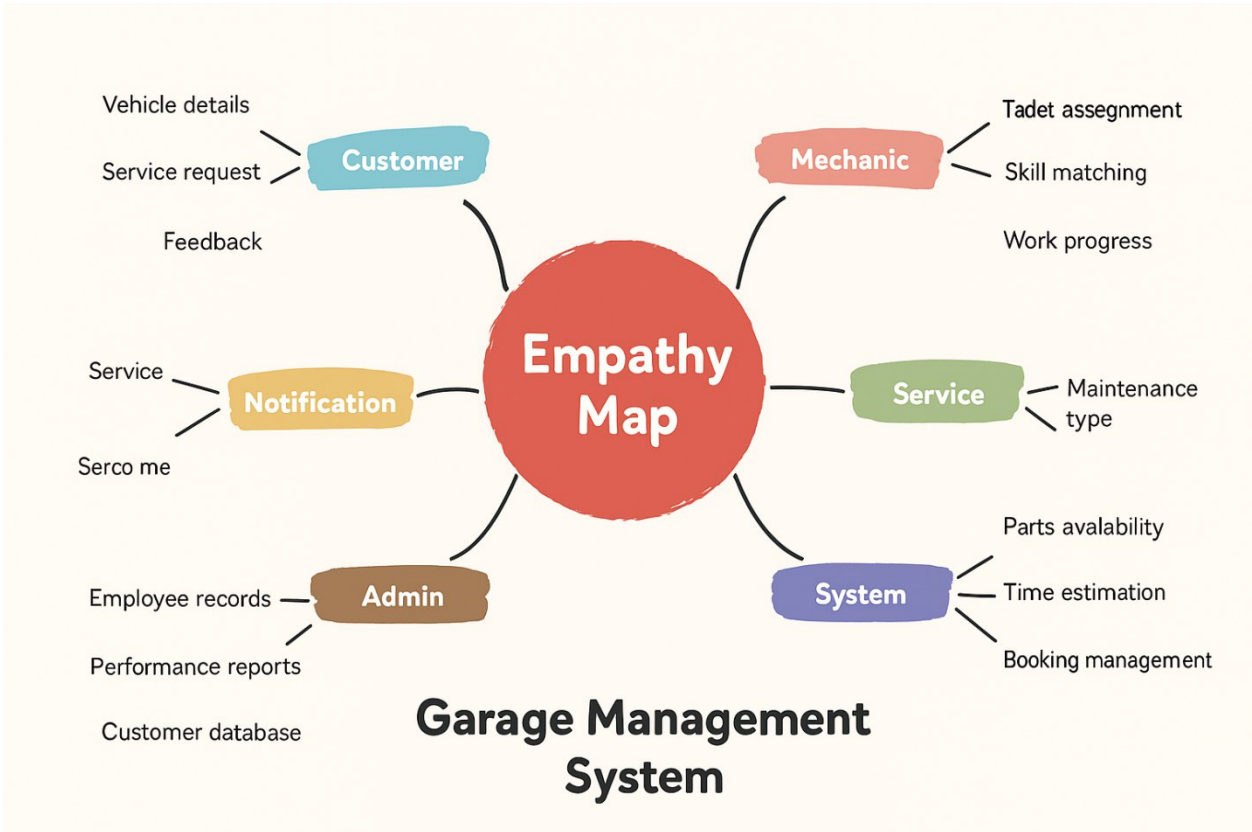
Empathize and Discover

Date	25 October 2025
Team Id	NM2025TMID03988
Project Name	Garage Management System
Maximum Marks	4 Marks

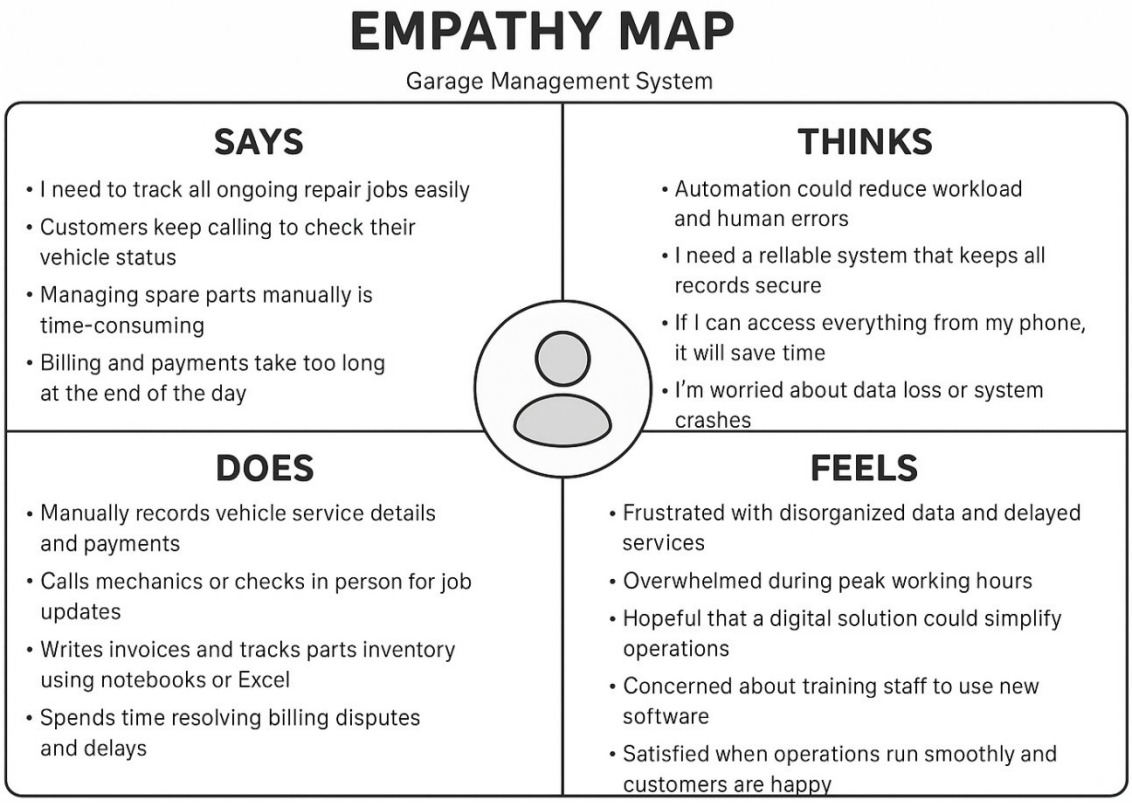
Empathy Map Canvas:

The **Empathy Map Canvas** for the **Garage Management System (GMS)** helps in understanding the emotions, needs, and challenges faced by users such as garage owners, mechanics, and customers.

Example:



The empathy map consists of several important sections. First, it identifies who the user is and what tasks or goals they want to achieve. Then it explores what they see around them, such as their work environment or tools they use.



Overall, an Empathy Map Canvas helps build a clear picture of the user's mindset and experiences. It ensures that system designs are guided by real user needs rather than assumptions. For example, in a Garage Management System, understanding what a mechanic, customer, or garage owner feels and experiences allows the design team to create a system that improves efficiency, communication, and customer satisfaction. By using empathy maps, teams can develop human-centered solutions that are both practical and meaningful.