

Empathy Map Canvas

Stakeholders:

- Garage Owner: Wants efficiency, billing accuracy, and staff productivity.
- Mechanic: Needs a task scheduler and service record tracking.
- Customer: Expects quick service updates and transparent billing.

The empathy map helps visualize stakeholder emotions, thoughts, and needs to design a user-centric solution.

Empathy Map - Garage Management System

SAYS:

'I need faster service'
'I want reminders'

DOES:

Checks status
Contacts via phone

THINKS:

'Why is service delayed?'
'Are records secure?'

FEELS:

Frustrated when uninformed
Satisfied with updates