

EMPATHY MAP CANVAS

Date	23 October 2025
Team ID	NM2025TMID07843
Project Name	Garage Management System
Maximum Marks	4 Marks

Empathy Map Canvas :

The Empathy Map Canvas was created to understand the experiences and expectations of both garage customers and staff. From the customer's viewpoint, they see a disorganized service process with unclear communication about repairs and delivery times. They hear inconsistent updates regarding costs and service status, leading to frustration. Customers think and feel anxious about service quality and fairness in billing, while they say and do actions such as repeatedly contacting the garage for updates. Their major pain points include poor communication and billing errors, while their gains would be transparency, quick updates, and reliable records.

For the garage staff, they see a workload managed manually and hear frequent customer complaints. They feel overworked due to repetitive administrative tasks and lack of coordination. Their main pain is inefficiency from manual processes, and their expected gain is improved workflow and productivity through automation.

This empathy mapping process helped shape the Salesforce-based Garage Management System to prioritize automation, communication, and data accuracy for both customers and staff.

