Garage Management System (GMS)

2. Empathy Map Canvas

Who are we empathizing with? Garage owners, technicians, receptionists, and customers.

What do they need to do? Manage service requests, assign technicians, track repairs, and generate invoices efficiently.

What do they see? Disorganized service logs, delayed communication, and manual paperwork.

What do they hear? Customer complaints about delays and lack of transparency.

What do they think and feel? Frustrated with inefficiency, eager for a system that simplifies operations and saves time.

What do they say and do? Spend time searching records manually, follow up repeatedly with staff, rely on outdated methods.

Pain Points: Manual processes, poor visibility of ongoing services, delayed updates, and inconsistent communication.

Gains: Automated workflows, real-time updates, faster billing, and improved customer satisfaction.