

Empathize & Discover

Date	24 June 2025
Team ID	LTVIP2025TMID31275
Project Name	Garage Management System
Maximum Marks	4 Marks

Empathy Map Canvas:

Empathy Map Canvas – Garage Management System

Customer Persona:

Name: Ravi
Age: 34
Occupation: IT Professional
Vehicle: Maruti Suzuki Swift
Goal: Get his car serviced with minimal disruption to his schedule
Tech Comfort: Moderate (uses apps, online portals)

1. Says

- “How long will it take to get my car back?”
 - “I called yesterday and still didn’t get a confirmation.”
 - “I hope they don’t forget to check the brakes this time.”
 - “Can you email me the invoice?”
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2. Thinks

- “I wish I could track my service like a food delivery app.”
 - “Do they even remember what was fixed last time?”
 - “What if they overcharge me?”
 - “Is the mechanic experienced enough?”
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3. Hears

- “Garages are always slow and disorganized.”

- “You have to follow up multiple times to get anything done.”
 - “Digital garages are better, but they are expensive.”
 - “Don’t trust garages that don’t provide bills.”
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4. Sees

- Long queues and chaotic reception desks
 - No proper signage or instructions at service centers
 - Mechanics working without communicating with customers
 - No visible service records or transparency
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5. Pains

- Uncertainty about repair timelines
 - No real-time updates or confirmation
 - Manual booking and follow-ups
 - Inconsistent service experience
 - Poor recordkeeping or lost vehicle history
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6. Gains

- Book appointments online
 - Get real-time updates and alerts
 - View complete service history
 - Transparent pricing and automated billing
 - Faster, smoother drop-off and pickup experience
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Example:

Empathy Management System (GMS)

34-Years old Professional IT Professional (Ravi)

