

Ideation Phase

Empathize & Discover

Date	02 NOVEMBER 2025
Team ID	NM2025TMID00789
Project Name	CRM for Jewel Management
Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team studied how jewellery shop owners, managers, and sales staff handle customer and inventory management in daily operations. They observed that most stores rely on manual records or use separate systems for billing, stock tracking, and customer details. Through interviews and observation, the team learned that employees often feel frustrated when they can't quickly find stock availability or track customer purchase history, especially during busy sales hours or festival seasons.

The team discovered that the lack of an integrated system causes errors in stock count, missed customer follow-ups, and confusion in handling personalized offers. Shop owners expressed that they spend extra time updating multiple ledgers or software, which leads to inconsistent data and reduced efficiency. Customers, on the other hand, expect personalized communication and quick responses, which are difficult to achieve without a proper CRM system.

Example Summary:

By deeply understanding the users through empathy mapping, the team identified key frustrations such as:

- Difficulty maintaining accurate stock records
- Inability to track customer preferences or purchase history
- Lack of automatic reminders or loyalty programs
- Time-consuming manual updates across different systems

These insights revealed the need for a centralized CRM platform with real-time inventory synchronization. As a result, the proposed solution focuses on simplifying customer management, ensuring accurate stock visibility, and enhancing customer engagement through automated communication. This system will help jewellery businesses operate more efficiently, reduce human errors, and strengthen long-term customer relationships.