IDEATION PHASE

Empathize & Discover
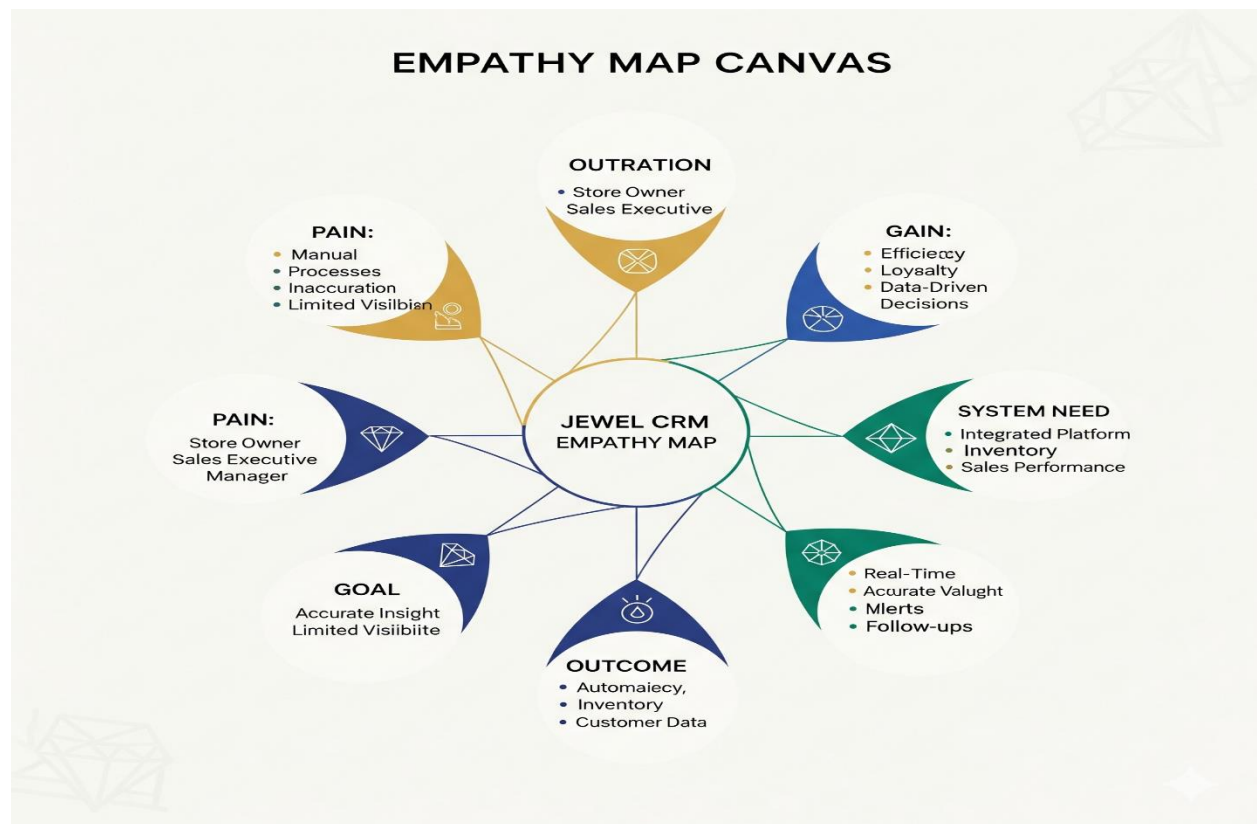
Date	1 November 2025
Team ID	NM2025TMID06045
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team interacted with jewellery store owners, sales executives, and inventory managers to understand their challenges in managing stock, tracking sales, and maintaining customer relationships. Through discussions and observation, the team identified that most jewellery businesses struggle with manual processes, inaccurate stock updates, and limited visibility into sales and customer preferences.

By listening to these users, it became evident that managing large inventories across multiple categories—such as gold, silver, diamond, and gemstones—leads to confusion, duplication, and errors. Sales teams often depend on outdated spreadsheets, and owners face difficulty accessing real-time insights into performance or stock valuation.

Understanding these pain points helped the team uncover the core need for an integrated CRM-based system that can handle both inventory and customer management within a single platform. A Salesforce-powered CRM would allow real-time synchronization of data, automated alerts, and improved customer engagement—all while maintaining accuracy and transparency.

EMPATHY MAP CANVAS

Example:

Jewellery Retail Management Application

By deeply understanding the users through empathy mapping, we identified several recurring issues affecting jewellery businesses. These include inconsistent record-keeping, time-consuming sales updates, and lack of automation for order tracking and customer follow-ups.

These insights revealed pain points such as:

- No real-time visibility of inventory levels
- Missed customer opportunities due to manual record handling
- Absence of automated sales reports and alerts

As a result, we designed a CRM-based Jewel Management Application in Salesforce that integrates real-time inventory tracking, automated workflows, and customer data management.

The system improves operational efficiency, reduces manual work, and enhances business intelligence through reports and dashboards.

This user-centered approach ensures a seamless experience for staff and customers alike—helping jewellery businesses transition from manual operations to a modern, data-driven management process.