

EMPATHY MAP CANVAS

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| Date | 23 October 2025 |
| Team ID | NM2025TMID01094 |
| Project Name | CRM Application for Jewel Management - (Developer) |
| Maximum Marks | 4 Marks |

Empathy Map Canvas :

The Empathy Map Canvas was created to understand the experiences and expectations of both jewellery customers and store staff.

From the customer's perspective, they *see* limited digital systems in jewellery stores where records are maintained manually. They *hear* inconsistent communication about new arrivals, order progress, and offers. Customers *think and feel* uncertain about pricing, jewellery quality, and billing accuracy. They *say and do* things like frequently visiting or contacting the store to check on custom orders, verify prices, or request updates on delivery.

