

EMPATHY MAP CANVAS

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.

