

IDEA GENERATION & PRIORITIZATION

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

1. Idea Listing and Grouping (Functional Modules)

Features were generated and grouped into distinct functional modules to address the core operational needs of a jewelry business, analogous to the Garage Management System template.

Module	Core Function
Customer Management	Profiles, purchase history, and personalization (CRM core).
Inventory & Product Management	Tracking of finished jewelry and gemstones (carat, certification).
Sales & Order Management	Tracking sales transactions, quotes, and the lifecycle of custom orders.
Billing and Payment	Automated invoice generation and payment recording.
After-Sales & Service	Managing warranties, repairs, and maintenance history.
Reporting and Analytics	Dashboards for sales performance and inventory insights.

2. Prioritization (Impact/Effort Matrix)

The features are prioritized to ensure the most critical and impactful functionalities (the ONE CLEAR GOAL) are developed first, establishing a strong foundation.

Priority Level	Module(s)	Key Feature Focus for Initial Build
 High Priority	Customer Management, Inventory, Billing, Basic Sales	Detailed Customer Profiles, Comprehensive Jewel Inventory Tracking, Automated Invoice Generation.
 Medium Priority	Sales, After-Sales, Basic Reporting	Custom Order Tracking Workflow, Repair/Maintenance Logging, Basic Sales Performance Dashboard.
 Low Priority	Advanced Analytics, Loyalty, Complex Integrations	Advanced Recommendation Engine, Full-scale Supplier Management, Loyalty Program Integration.

Initial Project Focus: The CRM Jewel Management project should focus on the **High Priority** features to deliver a functional and efficient system addressing primary operational needs, such as managing customers, inventory, and billing.