

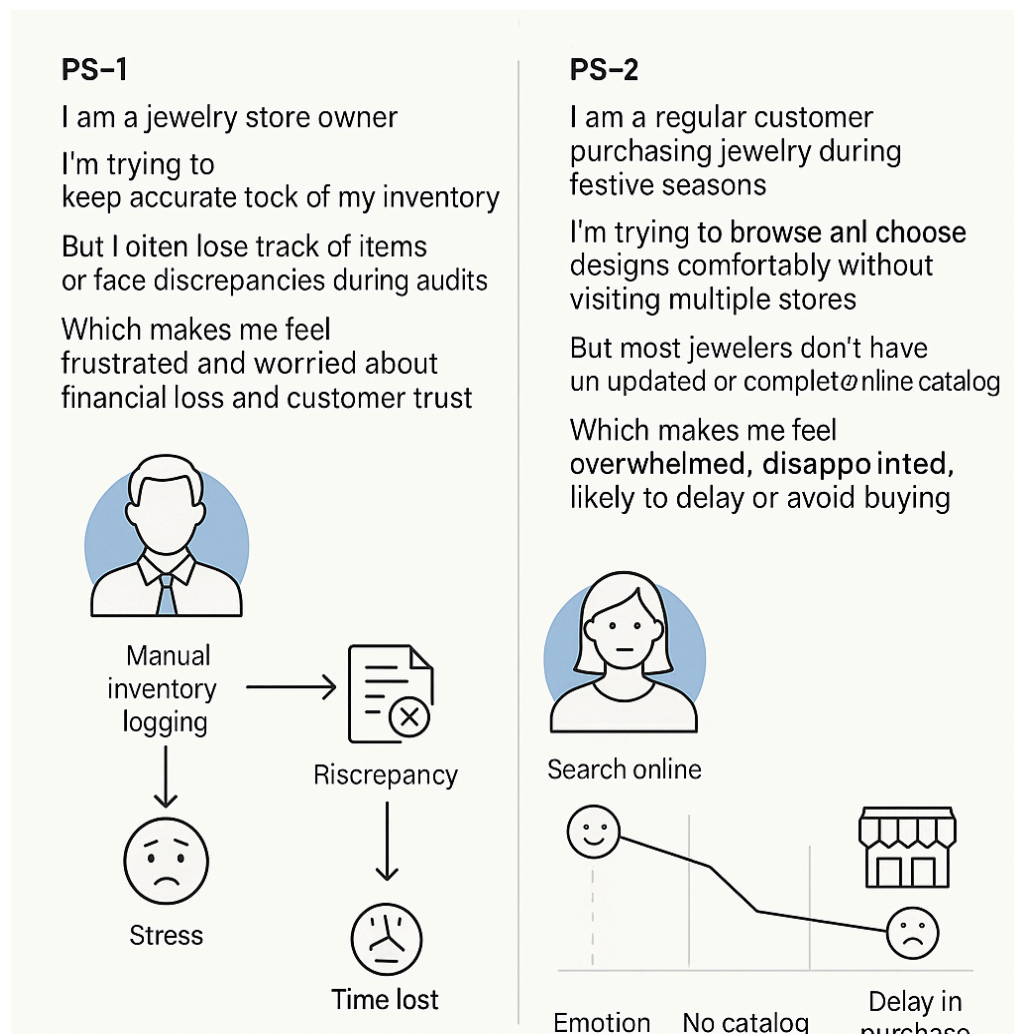
Ideation Phase

Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID31434
Project Name	CRM Application for Jewel Management - (Developer)

Customer Problem Statement Template:

Here's a Customer Problem Statement Template specifically tailored for jewel management in Salesforce, focusing on challenges faced by both business users (store managers, sales teams) and end customers. This template follows the proven structure for empathy-driven problem identification:



Problem Statement – 1

User: Jewelry Store Owner

Problem:

I am a jewelry store owner. I'm trying to keep accurate track of my inventory. However, I often lose track of items or face discrepancies during audits.

Emotional Impact:

This makes me feel **frustrated and worried** about financial loss and losing customer trust.

Current Scenario:

- Manual inventory logging
- Leads to discrepancies
- Results in stress and time lost

Problem Statement – 2

User: Regular Jewelry Customer (especially during festive seasons)

Problem:

I'm trying to **browse and choose designs** comfortably without visiting multiple stores. However, most jewelers don't have an **updated or complete online catalog**.

Emotional Impact:

This makes me feel **overwhelmed and disappointed**, and I am likely to delay or avoid making a purchase.

Current Scenario:

- Customer searches online
- Finds no catalog or incomplete listings
- Leads to delayed purchase or abandonment

Reference: <https://miro.com/templates/customer-problem-statement/>