Ideation Phase
Empathize & Discover

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Project Name	CRM Application for Jewel Management-(Developer)

Empathy Map Canvas:

Empathy Mapping is a collaborative tool used to gain deeper insight into users' needs, thoughts, feelings, and behaviors. In the context of jewel management, it helps stakeholders—like jewelry store owners and customers—visualize their pain points and expectations. This allows businesses to build customer-centric solutions by truly understanding user perspectives.

Example:

Reference: https://www.mural.co/templates/empathy-map-canvas
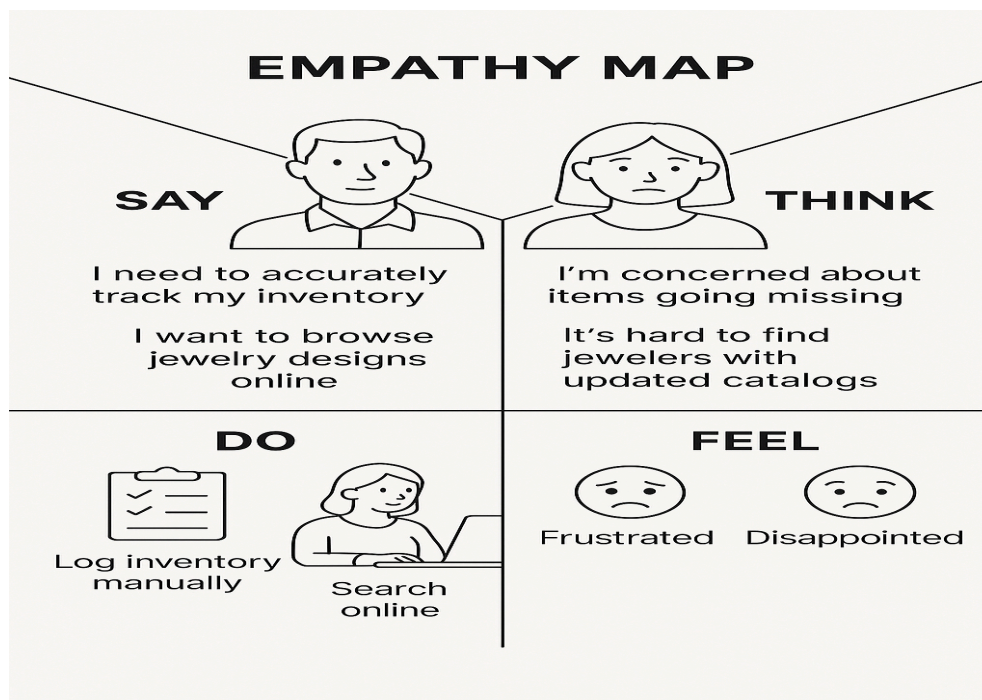
Empathy Mapping Quadrants

🗣️ **SAY**

- Store Owner: "I need to accurately track my inventory."

- Customer: "I want to browse jewelry designs online."

These are the users' explicit statements that reflect their primary concerns and desires.

💭 **THINK**

- Store Owner: Worries about missing items and errors during audits.

- Customer: Thinks it's too difficult to find jewelers with updated product listings.

These represent internal thoughts that influence decision-making but might not be openly stated.

🛠️ **DO**

- Store Owner: Logs inventory manually, often leading to discrepancies.

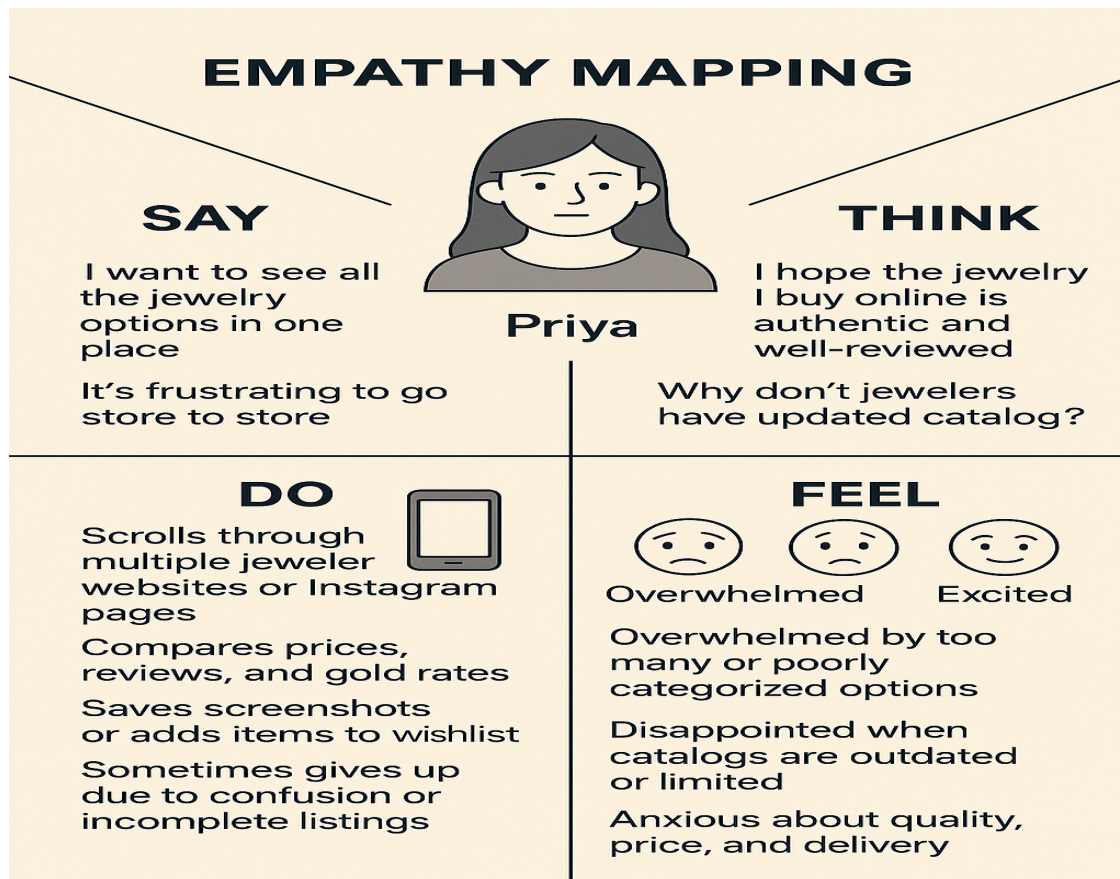- Customer: Spends time searching online, often frustrated with the lack of options.

This quadrant highlights users' actual behaviors and current coping mechanisms.

❤️ **FEEL**

- Store Owner: Feels **worried** and **frustrated** due to inventory issues.

- Customer: Feels **disappointed** and **overwhelmed** when unable to find jewelry online easily.

Emotions are crucial to understanding why users may seek alternative solutions or abandon current ones.

Example 2: Shopping for jewelry online during the festive season or for a wedding

EMPATHY MAPPING

SAY

I want to see all the jewelry options in one place

It's frustrating to go store to store

Priya

THINK

I hope the jewelry I buy online is authentic and well-reviewed

Why don't jewelers have updated catalog?

DO

Scrolls through multiple jeweler websites or Instagram pages

Compares prices, reviews, and gold rates

Saves screenshots or adds items to wishlist

Sometimes gives up due to confusion or incomplete listings

FEEL

Overwhelmed   Excited

Overwhelmed by too many or poorly categorized options

Disappointed when catalogs are outdated or limited

Anxious about quality, price, and delivery

To satisfy customers like Priya, jewelry businesses should:

- Offer a **well-organized, regularly updated digital catalog**

- Include **detailed product info, reviews, and real-time availability**

- Provide a **wishlist and filtering system** for easier comparison

- Highlight **certifications, secure payments, and return policies** for trust