

IDEATION PHASE

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

The purpose of the Ideation Phase is to generate a diverse range of ideas to solve the core problem identified in the Jewelry Management domain. It encourages a free-thinking environment where team members prioritize volume over value, aiming to unlock innovative solutions for CRM challenges in a jewelry business, especially when implemented on the Salesforce platform. It involves the three components mainly: Brainstorming, Define Problems Statement, Empathy Mapping.

Brainstorming

Brainstorming in this phase opens up possibilities without limitations. Encourages collaboration between team members from business, tech, and design and focus on volume and variety of ideas, not filtering too early. Grouping and prioritization ensures clarity and alignment for prototyping.

Concept Ideation and Brainstorming



Step-1: Team Gathering, Collaboration and Select the Problem Statement

The first step is to bring the team together, ensure alignment, and define a clear problem statement based on real challenges in the jewelry business that the Salesforce CRM will solve.

Team Gathering and Collaboration:

The team includes business analysts, Salesforce developers, jewelry domain experts, and marketing/sales reps. A collaborative environment is created using tools like Google Meet, Slack, Mural, or Miro. Everyone shares observations from real jewelry business operations (e.g., inventory gaps, poor customer tracking, manual sales logs).

Step-2: Brainstorm, Idea Listing and Grouping

To generate a wide range of creative and practical ideas to address the selected problem statement—improving and centralizing jewelry business operations using Salesforce CRM.

Ideas were then grouped into functional modules, making it easier to structure the Salesforce application:

- **Module 1:** Customer Management
- **Module 2:** Inventory & Product Catalog
- **Module 3:** Sales & Quotation Handling
- **Module 4:** Repair Service Tracking
- **Module 5:** Supplier & Purchase Management
- **Module 6:** Marketing Automation
- **Module 7:** Reporting & Insights

Step-3: Idea Prioritization

To evaluate and prioritize the brainstormed ideas based on business impact, feasibility, and urgency, helping define the core features for development in Salesforce.

This method classifies ideas into four categories:

- **Must Have** – Critical for the MVP (Minimum Viable Product)
- **Should Have** – Important but not vital for initial rollout

- **Could Have** – Nice-to-have features if time and resources allow
- **Won't Have (for now)** – Not needed in the current phase