

Ideation Phase

Define the Problem Statements

Team Id: LTVIP2025TMID25088

Project Name: CRM Application for Jewel Management

Customer Problem Statement:

Jewelry businesses often struggle with managing customer orders, tracking inventory, handling billing, and maintaining customer relationships efficiently. Traditional methods, such as manual records or outdated software, lead to errors, mismanagement, and delays in processing transactions. Customers expect a seamless shopping experience with real-time order tracking, personalized recommendations, and transparent billing. Without an effective CRM system, businesses face challenges in customer retention, inventory control, and sales forecasting. A robust CRM solution tailored for jewelry management can streamline operations, improve customer satisfaction, and enhance overall business growth by integrating customer orders, pricing, and billing into a centralized platform.

Customer Problem Statement Template:

Customer Problem Statement Template

I am trying to

I am

A student
A shopper
A job seeker

A commuter
A restaurant customer

I'm trying to

submit assignment
Pay for my purchase online
Apply for a job on a company's website

Book a train ticket
Order food for delivery

But

But

The upload is keep failing
The payments gets declined
The application form is too complex

The website is slow and unresponsive
The estimated deliver time is too long

Because

Because

The website crashes when many students submit once
The website doesn't accept my preferred payment method
It asks for too many unnecessary details

It is not optimized for mobile devices
The restaurant has too few delivery personnel

Which makes me feel

Which makes me feel

stressed
Frustrated
Annoyed

Impatient
Disappointed