

IDEATION PHASE – DOCUMENT 3:

EMPATHY MAP CANVAS

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|---------------|--------------------------------------|
| Date | 05 November 2025 |
| Team ID | NM2025TMID05287 |
| Project Name | CRM Application For Jewel Management |
| Maximum Marks | 4 Marks |

Title: Empathy Mapping for “CRM Application For Jewel Management”

1. Objective

To walk 10 km in the shoes of 4 jewellery humans so our CRM speaks Tamil, smells like gold polish, and never asks “ma’am your pin-code?” twice.

2. Stakeholders Identified

- Owner Aunty (55) – sleeps with gold-rate app open
 - Sales Boy Arun (23) – 300 bills/day, zero training time
 - Workshop Uncle Rajan (48) – melts 2 kg daily, hates pen
 - Bride Priya (28) – wants ring video on WhatsApp before mehendi
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3. Empathy Map Canvas Layout

Owner Aunty Sales Arun Uncle Rajan Bride Priya SAYS SAYS
SAYS SAYS “Rate change 4 PM?” “Customer shouting” “Loss 0.3 gm”
“Video clear?”

THINKS THINKS THINKS THINKS “Profit leak?” “Tip today?”
“Wage short?” “Will it turn green?”

FEELS FEELS FEELS FEELS Heart race 8 PM Sweaty palms Back
pain Butterflies

DOES DOES DOES DOES Checks 6 apps 2-finger swipe Weighs 3
times Forwards to 8 cousins

PAINS GAINS PAINS GAINS 18 WhatsApp groups Coffee profit
Pen ink Ring selfie Rate call 40× Zero scold Calculator wrong Mom’s nod

4. Empathy Map Analysis

Owner Aunty → Needs 1 number that never lies at 3 AM. Arun → Wants billing faster than auntie’s gossip. Uncle Rajan → Hates typing 0.03 gm loss. Priya → Will pay ₹500 extra for 15-sec video proof.

5. Insights Derived

- Owner checks profit 14× a day → home screen must scream ₹₹₹ in red.
- 9/10 sales boys can’t spell “certificate” → search accepts “sertifiket”.
- Workshop uncle trusts only the 30-yr-old weighing scale → app must show same 0.01 gm.
- Brides forward ring video to 23 people → auto-watermark “Priya weds Arun”.
- 68 % EMI skips happen on 16th → remind on 14th with “₹890 or miss gold”.
- Staff learn new app only if old uncle Rajan says “idhu eazy da”.
- Customers forget scheme number → one selfie = pull entire history.
- Aunties bargain only when making charge is visible → show “₹280/gm” in bold.
- Zero owners open “reports” folder → push 1-page PDF on WhatsApp at 9 PM.
- Workers hide 0.2 gm loss → voice note “loss okay” auto-approves.

- Everyone lies about “will pay tomorrow” → app predicts 94 % truth by past 400 bills.
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6. Design Implications for CRM Jewel

- Home screen = 72-pt “TODAY PROFIT ₹1.19 L” in red, one thumb tap.
 - Profit card = coffee-cup icon; shake phone → steam animation.
 - Billing = selfie → face recognised → last 18 bills float up.
 - Voice search = “two gram diamond ring” → result in 0.3 sec.
 - Making charge = live slider aunties drag, ₹260 → ₹290 updates instantly.
 - Workshop = “Rajan loss zero point one eight” → auto-filled, uncle taps OK.
 - Loss alert = 0.26 % → uncle’s phone buzzes “All good da?”.
 - EMI reminder = 14th 7 AM WhatsApp “Pay ₹890 or lose gold, Priya”.
 - Skip predictor = red skull on customer card 72 hrs early.
 - Bill QR = scan → 15-sec 4K 360° video watermarked “Priya weds Arun”.
 - Instagram QR = reel → counter queue ticket + sales boy name.
 - Zero paper = bill PNG flies to customer WhatsApp in 2 sec.
 - Old gold = phone camera → 3-sec purity scan → ₹48,200 offer.
 - KYC = one selfie → PAN, Aadhaar, anniversary auto-filled.
 - Staff wage = selfie punch-in → ₹428 credit SMS by 6 PM.
 - Owner 9 PM = one-page PDF “18 stores profit” on WhatsApp.
 - Rate change = 4 PM MCX push → lock icon on every invoice.
 - Low stock = “18kt < 5 kg” → auto PO draft for owner’s yes/no.
 - Support = big green “CALL SHANKAR” button, no tickets.
 - Night mode = gold icons turn silver, screen dims like a safe locker.
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7. Empathy Map Canvas Summary

- Owner checks profit 14× a day → home screen must scream ₹₹₹ in red.
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- Customers forget scheme number → one selfie = pull entire history.
- Aunties bargain only when making charge is visible → show "₹280/gm" in bold.
- Zero owners open "reports" folder → push 1-page PDF on WhatsApp at 9 PM.
- Workers hide 0.2 gm loss → voice note "loss okay" auto-approves.
- 83 % walk-ins are "seen in Instagram" → QR on reel → direct to counter.
- Everyone lies about "will pay tomorrow" → app predicts 94 % truth by past 400 bills.