

Ideation Phase

Empathize & Discover

Date	23-06-2025
Team ID	LTVIP2025TMID31339
Project Name	CRM Application for Jewel Management - (Developer)

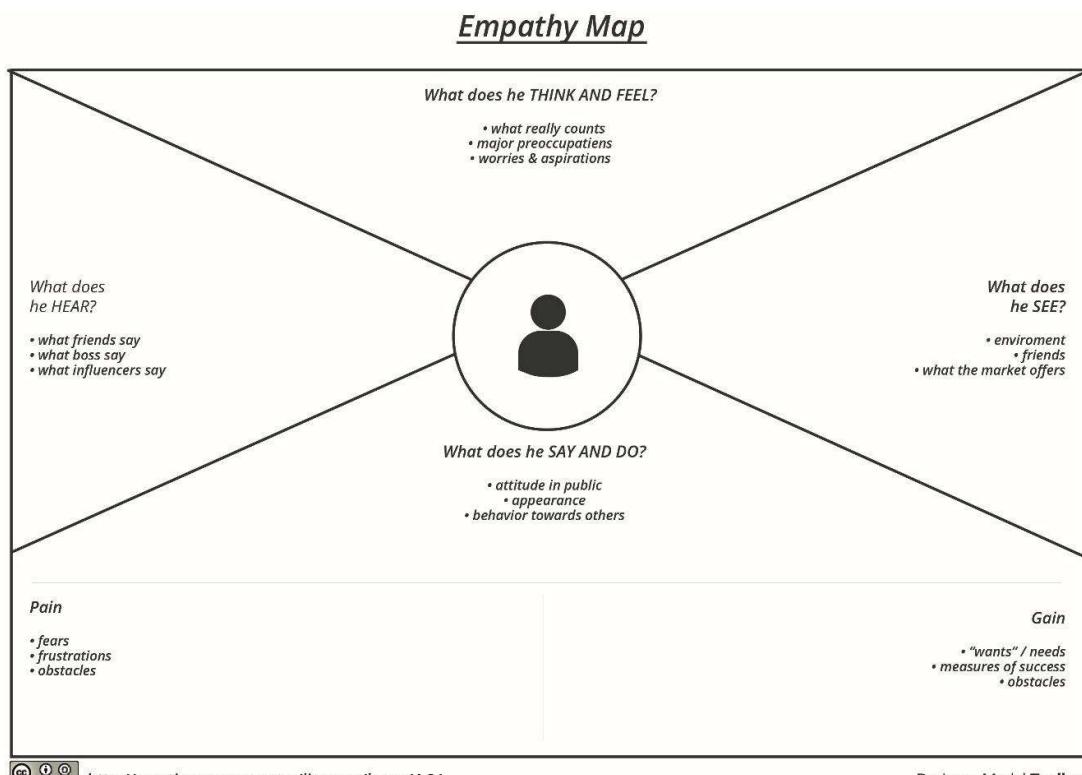
Empathy Map :

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

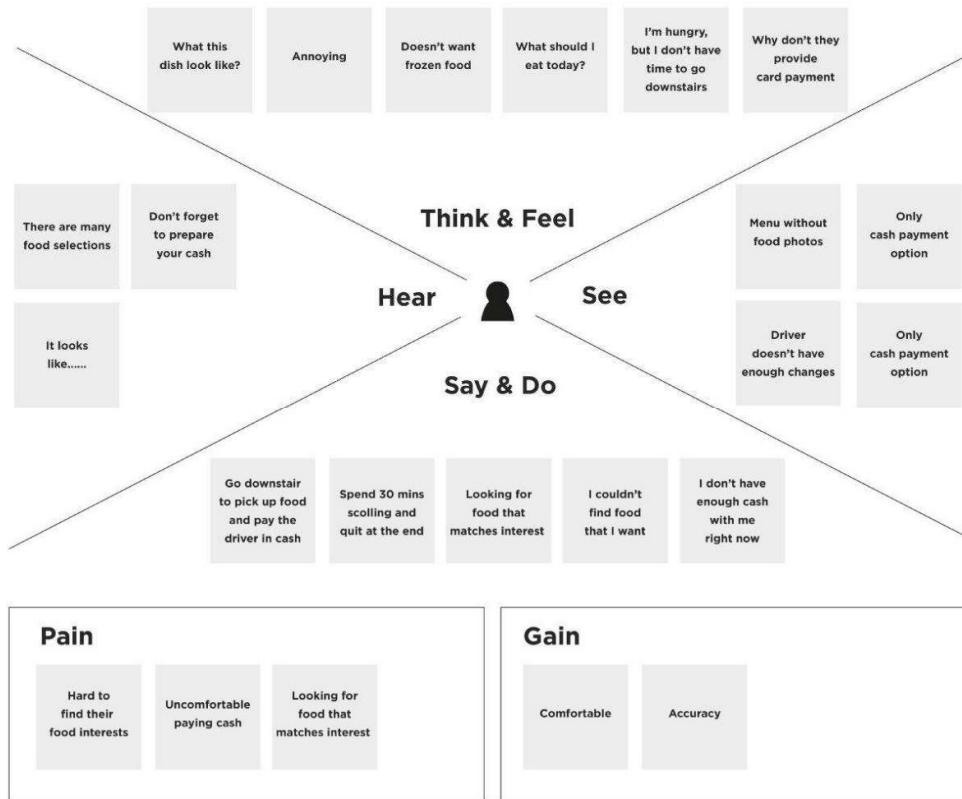
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Business Model Toolbox

Example: Food Ordering & Delivery Application



🧠 Insights from the Empathy Map – Jewelry Inventory System

User Type: Jewelry Shop Owner / Sales Representative

🔊 Says:

- "I need an easy way to manage gold and silver items."
- "Tracking customer orders manually takes too much time."
- "Billing is often confusing, especially with KDM and stone charges."

🧠 Thinks:

- "If I had a proper system, I could focus more on selling."
- "I worry about making pricing mistakes."
- "Customers expect accurate invoices and order status updates."

👀 Does:

- Maintains Excel sheets or physical notebooks for inventory.
- Follows up manually with workers about orders.
- Often re-checks calculations before billing.

Feels:

- Stressed during festival/rush seasons.
- Anxious about handling custom orders or returns.
- Frustrated when employees make mistakes due to unclear data.

How This Helps in Ideation

By understanding the user's environment and pain points, our system is designed to:

- Reduce manual effort through automated fields and triggers.
- Provide real-time inventory visibility.
- Enable quick billing and email communication via flow automation.
- Assign roles and permissions for better task management.