Ideation phase EMPHITHIZE & DISCOVER

CRM APPLICATION FOR JEWEL MANAGEMENT – (DEVELOPER)

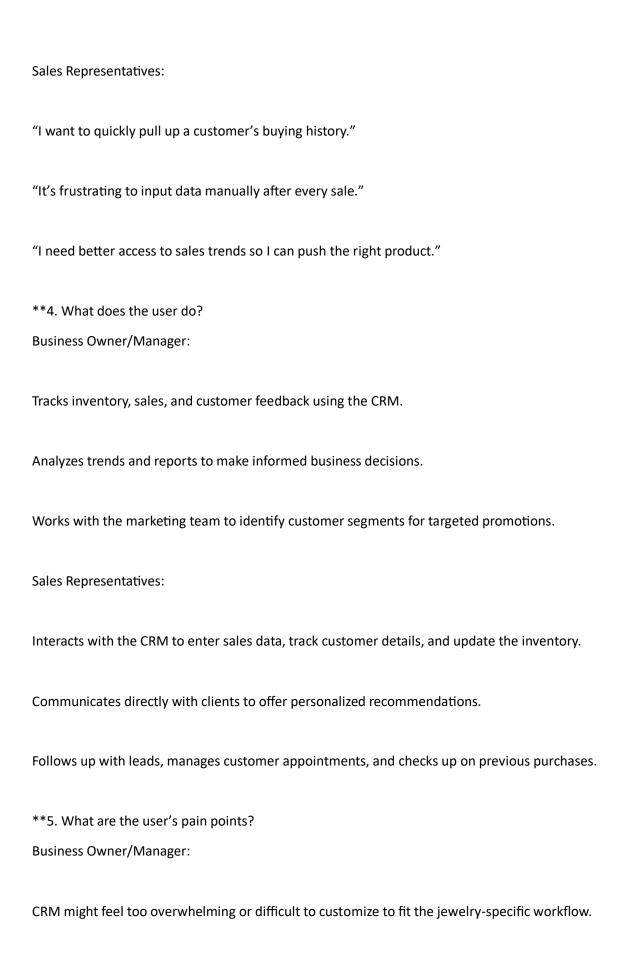
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Project Name	CRM APPLICATION FOR JEWEL MANAGEMENT – (DEVELOPER)
Maximum Marks	4 MARKS

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Empathy Map for a CRM Application in Jewelry Man	agement	
1. User Segments		
The users of this CRM will likely include:		
Jewelry business owners or managers		
Sales representatives		
Customers (end-users who buy jewelry)		
Let's focus on the first two, since they are the primary users of CRM in this case.		
2. Empathy Map Sections		
Here's a breakdown of the Empathy Map Canvas ada	apted for this scenario:	
**1. What does the user see?		
Business Owner/Manager:		

A complex, cluttered dashboard with many features, making it difficult to navigate quickly.

Sales data, inventory, and customer details in a single place, often hard to prioritize.

Sales Representatives:
A list of clients, orders, and upcoming appointments, potentially scattered across multiple interfaces.
High-level insights into their individual sales goals and performance.
**2. What does the user hear?
Business Owner/Manager:
Customer feedback about how easy (or hard) it is to track inventory and orders.
Sales reps or team members asking for more intuitive features.
Industry trends about the importance of CRM to grow business relationships.
Sales Representatives:
"This CRM is too complicated; I need something simpler for tracking customer preferences."
"How can I quickly access customer purchase history for upselling opportunities?"
**3. What does the user say?
Business Owner/Manager:
"We need a CRM that is easy to navigate and can handle complex inventory and sales data for each product."
"Tracking our customer data manually is getting too cumbersome."
"Our sales reps need to engage customers with personalized offers."



Difficulty keeping track of high-value items (like diamond rings, rare pieces).
Concerns about data security, particularly for high-end jewelry clients.
Sales Representatives:
Lack of automation for entering customer data and sales orders.
Difficulty in tracking customers' specific preferences for personalized offers (e.g., styles, metals, gemstones).
Problems accessing detailed customer purchase histories when in-store.
**6. What are the user's gains or goals? Business Owner/Manager:
Increase sales and customer satisfaction by offering a more tailored shopping experience.
Streamline inventory management and gain insights into sales trends.
Better relationship management to retain high-value clients and encourage repeat purchases.
Sales Representatives:
Spend less time on manual data entry and more time engaging with customers.
Have quick access to relevant information (e.g., customer preferences, past purchases).
Increase personal sales performance through targeted offers and promotions.
User-Centric Solutions (based on Empathy Map)

Streamline the CRM Interface:

Simplify the dashboard for both business owners and sales reps, with a focus on ease of use and intuitive navigation. Integrate key features like inventory management, customer profiles, and sales data in an eas...