

Ideation Phase

Empathize And Discover

Date	01/11/2025
Team ID	NM2025TMID04501
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	4 Marks

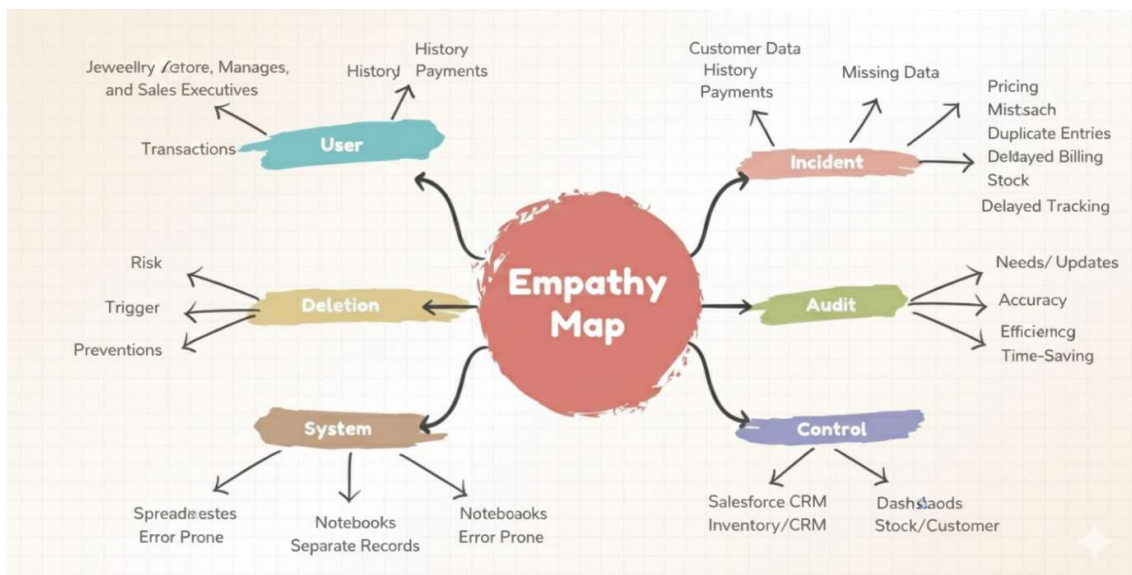
Empathy Map Canvas:

In the Empathize & Discover phase, the team studied how jewellery store owners, managers, and sales executives manage customer data, product inventory, and sales transactions. They observed that most jewellery businesses still depend on manual methods such as spreadsheets or notebooks to record gold, silver, and diamond item details. This leads to errors, missing data, and difficulty in tracking sales performance.

Through interviews and discussions with jewellery retailers, the team discovered that users often feel overwhelmed and frustrated when they have to update customer information, item prices, and stock levels separately. They also shared challenges like pricing mismatches, duplicate entries, delayed billing updates, which affect customer trust and satisfaction.

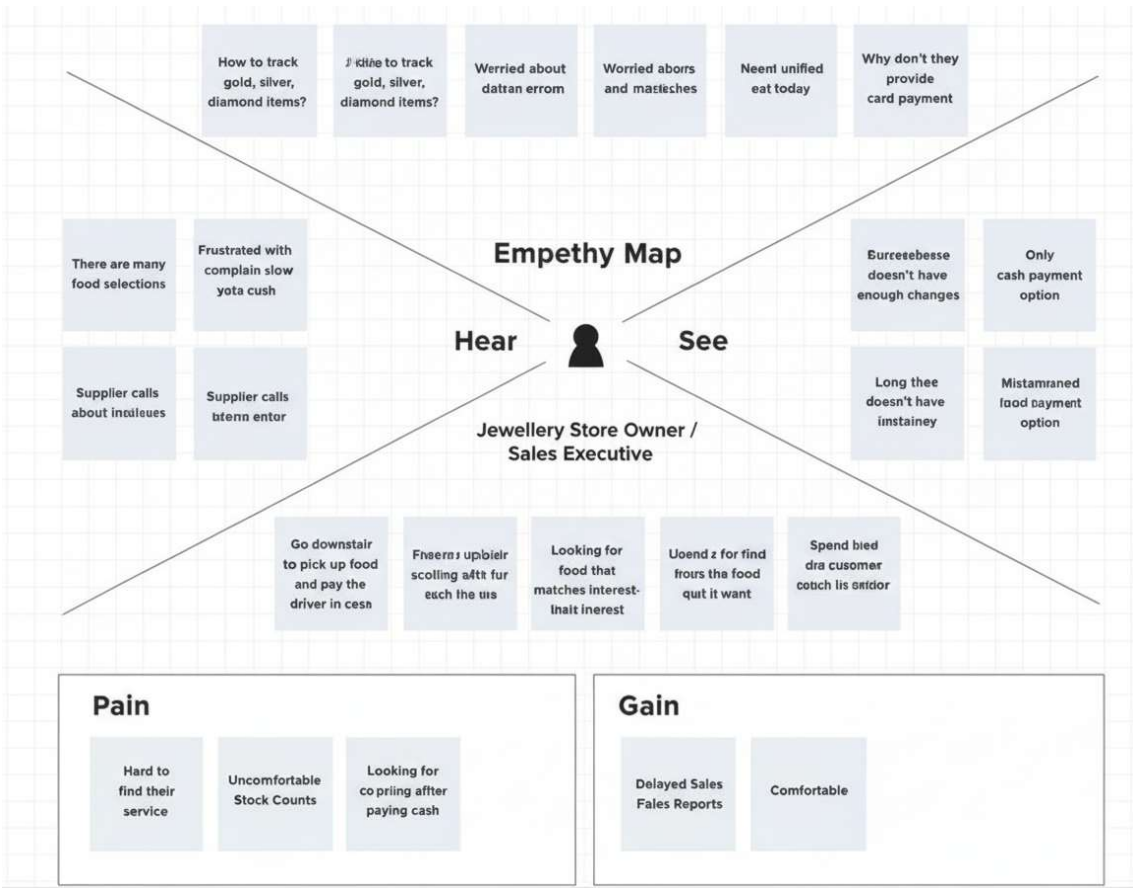
Gathering these insights helped the team understand the real-world struggles of jewellery business owners. The findings highlighted the need for an automated CRM solution that integrates inventory tracking, customer management, and sales operations into one platform. This understanding will guide the team to design a system that is user-friendly, accurate, and efficient.

Example:



The empathy map helped us understand the daily challenges faced by jewellery managers and sales staff. It revealed their pain points, actions, and needs related to managing jewellery stock and customer information. This guided us to design a CRM solution that simplifies workflow, ensures data accuracy, and saves time.

Example: Jewellery Inventory and Sales Management Application



By deeply understanding users through empathy mapping, we identified key pain points and frustrations faced in jewellery management processes. These insights revealed challenges such as lack of real-time stock updates, inconsistent pricing, and difficulty in tracking customer history. As a result, we designed a Salesforce-based CRM system that includes features like formula fields for price calculation, validation rules, automated alerts, and interactive dashboards. This ensures smooth sales tracking, accurate data management, and faster decision-making, ultimately improving customer satisfaction, business reliability, and operational efficiency.