

Ideation Phase

Brainstorm & Idea Prioritization

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

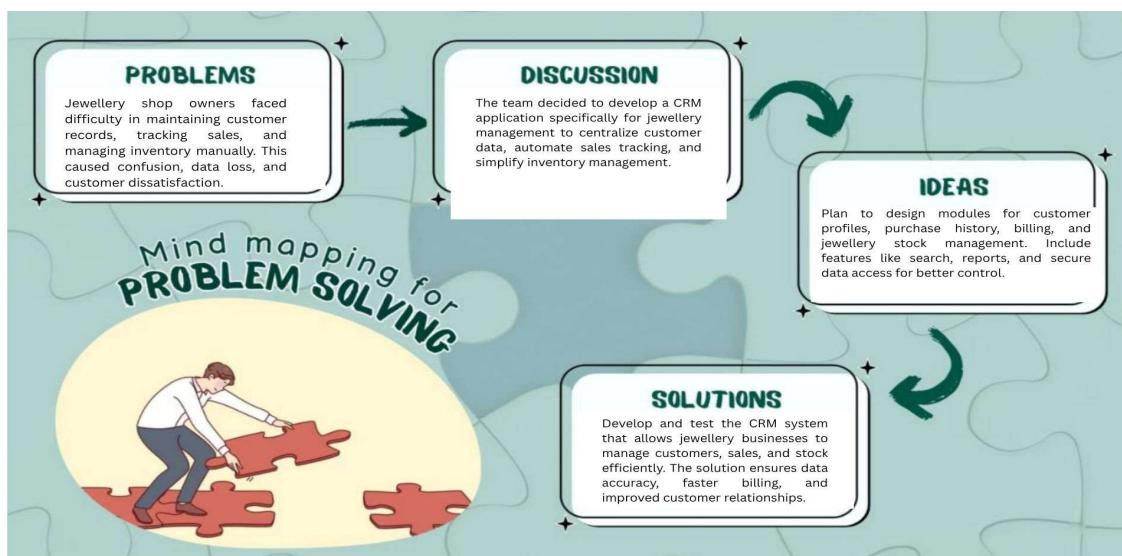
CRM Application for Jewel Management Template:

This guided project focuses on developing a Customer Relationship Management (CRM) application tailored for jewellery business management. The system aims to help jewellery shop owners and staff efficiently handle customer details, product catalogs, sales transactions, repair tracking, and communication records within a single platform.

The project's main objective is to improve customer engagement and streamline store operations through automation. By integrating CRM functionalities such as customer purchase history, feedback tracking, reminders for special occasions, and personalized marketing, the application enhances both customer satisfaction and business efficiency.

The workflow involves building key modules like customer management, item management (gold/silver products), sales tracking, billing, and service follow-up. The system ensures data security, role-based access, and clear reporting for better decision-making. Through this project, jewellery shop owners can maintain accurate customer records, track product details, and boost sales through data-driven insights.

Step-1: Team Gathering, Collaboration, and Selecting the Problem Statement



The team began by collaborating to identify challenges commonly faced in jewellery businesses. After several discussions, the group decided to focus on building a CRM system for jewellery management, as existing solutions are either too costly or not customized for small and medium jewellery stores.

Each team member contributed ideas about how to connect customer management, billing, and product tracking in one platform. The chosen problem statement was finalized:

“Develop a CRM application that efficiently manages customer and product details for jewellery businesses.”

Step-2: Brainstorm, Idea Listing, and Grouping

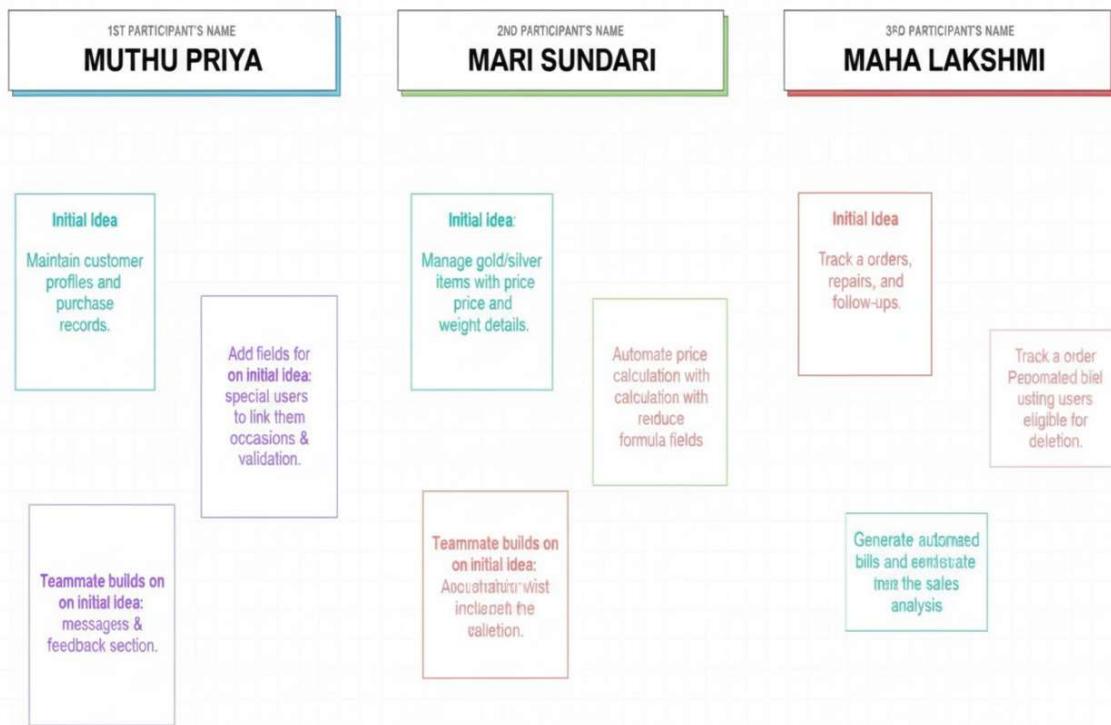


Fig 2: Image showing team discussion and idea grouping

Brainstorm:

Team members freely shared their thoughts about how a CRM can be customized for jewellery stores.

Ideas included tracking customer purchase history, managing gold/silver item details, sending reminders for special occasions, and maintaining digital invoices.

Idea Listing:

1. Maintain customer profiles and purchase records.
2. Manage gold/silver items with price and weight details.
3. Track orders, repairs, and follow-ups.
4. Generate automated bills and receipts.
5. Provide reports for sales analysis.
6. Send notifications for offers and events.

Grouping:

Ideas were categorized into five key modules:

- Customer Management
- Product Management
- Billing & Sales Tracking
- Reports & Analytics
- Notifications & Communication

Action Planning:

Each module was assigned to specific team members for research and development. A clear plan with milestones was created:

- Week 1–2: Requirement analysis and design
- Week 3–5: Module development
- Week 6: Testing and documentation

Step-3: Idea Prioritization



Fig 3: Image showing the flow of CRM module prioritization

Idea Prioritization:

Idea prioritization helped the team focus on building core functionalities first, ensuring that the essential CRM modules are completed before adding extra features. The most critical modules prioritized were Customer Management and Billing, as these directly impact business operations.

This prioritization ensures smooth development, better understanding among team members, and efficient use of time and resources.

Overall, the ideation phase helped transform scattered ideas into a clear and actionable project plan that focuses on enhancing jewellery business operations through an efficient CRM application.