Ideation Phase

Define the Problem Statements

Date	06 AUG 2025
Team ID	NM2025TMID07115
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	2 Marks

Customer Problem Statement Template:

The Customer Problem Statement Template helps clearly express user challenges by identifying who has the problem, what they are trying to do, what is blocking them, why the issue occurs, and how it affects them. It focuses on the user's perspective, highlights the real root cause, and shows the emotional and practical impact. This structured approach supports better understanding, planning, and solution design in a project.

Problem & Solution Table

Problem	Description	Solution
Data Accuracy Risk	Incorrect or incomplete customer and inventory data leads to errors in sales and service records.	Implement validation to prevent deletion of users linked to active jewelry orders or service cases.
Customer Data Fragmentation	Deleting users linked to jewelry orders results in fragmented customer records.	Provide clear warnings and display linked orders before confirming user deletion.
Workflow Gaps	Removing users involved in customer orders disrupts workflows and delays fulfillment.	Create a realiocation process to reassign orders before allowing user deletion.
Sales Follow-up Tracking	Deleting users assigned to sales leads or follow-ups hinders sales tracking.	Maintain detailed logs and enforce policies to ensure sales activities remain traceable.
Purchase History Insights	Deleting users linked to purchases leads to incomplete purchase history.	Automatically archive or reassign purchase data before allowing

Example:

Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An Admin	Delete a customer/user record	The system does not allow it	The customer/user is still linked to active sales, repair, or service records	Stuck and unsure how to proceed
PS-2	A Sales/Store Manager	Manage order and service ownership	Customer/user records get deleted without warning	There is no alert or automatic check for linked transactions	Worried about data loss and business errors

Problem Statement PS-1

In the Jewelry CRM, the admin cannot delete inactive customer or employee accounts because they are still linked to ongoing sales or service activities. This causes delays, manual reassignments, and difficulty in maintaining clean records. A clearer system to identify and resolve such dependencies is needed before deletion.

Problem Statement PS-2

The sales or store manager faces issues when accounts are deleted without warnings about linked transactions, leading to unfinished tasks and service disruptions. This affects workflow and customer satisfaction. An alert or automatic reassignment feature is needed to maintain smooth operations.