

## Ideation Phase

### Empathize & Discover

Date	06 AUG 2025
Team ID	NM2025TMID07115
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	4 Marks

#### Empathy Map Canvas:

In the Empathize & Discover phase, the team finds that admins and managers struggle to delete accounts linked to active sales or service tasks, causing frustration and workflow delays. These challenges require extra manual efforts to track and reassign tasks.

Understanding this issue highlights the need for clearer guidance, alerts, and automatic checks to maintain smooth operations and accurate records in the Jewelry CRM system.

#### Example:

