

Empathy Map Canvas

Date	06 Nov 2025
Team ID	FE7F7B420961141A91F48E734450581D
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	4 Marks

User Personal:

Name: Priya Sharma

Role: Jewelry Store Owner / Manager

Business Type: Mid-sized jewelry retail shop (Gold, Diamond, Silver)

Goal: Manage customers, inventory, and sales more efficiently while growing loyalty and profits.

1. THINKS :

- “How can I keep track of all my customers and their buying preferences?”
- “I need to know which products are selling best.”
- “Marketing is time-consuming — I wish it could be automated.”
- “I want accurate records of stock and invoices.”
- “Customer loyalty is crucial; how do I make them come back?”

2. SAYS :

- “We waste too much time on manual entries.”
- “Our customer data is all over the place — in books, Excel, and WhatsApp.”
- “Inventory mismatches cause losses.”
- “I need quick reports to see daily sales.”
- “It’s hard to send personalized offers or reminders.”

3. FEELS :

- Frustrated with manual management and scattered data.
- Worried about losing loyal customers to competitors.

- Stressed about inventory errors and miscalculations.
- Motivated to digitize operations and grow the business.
- Excited about smart automation that saves time.

4. SEES :

- Competitor stores using digital tools for promotions.
- Customers expecting personalized experiences and instant communication.
- Sales staff struggling with slow billing or missing stock info.
- Piles of paper invoices and manual stock books.
- Tech-savvy younger customers wanting online purchase options.

5. HEARS :

- “Why don’t you send offers on my anniversary?” — from customers.
- “We’re out of stock again!” — from staff.
- “Competitors are offering better loyalty programs.” — from other owners.
- “We need something digital and simple.” — from employees.

6. DOES :

- Maintains ledgers and spreadsheets manually.
- Uses WhatsApp or SMS for customer communication.
- Checks physical stock regularly to verify quantities.
- Manually creates bills and receipts.
- Collects customer data without structure.

7. PAINS (Challenges) :

- No unified system for customer and inventory management.
- Difficult to track customer purchase history and loyalty.
- Errors in manual billing and stock tracking.
- Time wasted on repetitive marketing tasks.
- Lack of insights or reports for decision-making.

8. GAINS (Needs & Desires) :

- A centralized CRM system for customer, sales, and inventory.
- Automation in marketing and billing.
- Loyalty programs to retain customers.
- Real-time analytics dashboards.
- Data security and easy access from anywhere.