Ideation phase

Brainstorming idea generation

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Team ID	FE7F7B420961141A91F48E734450581D
Project Name	CRM Application for Jewel Management - (Developer)
Maximun Marks	4 Marks

1. Brainstorming Stage :

Brainstorming is the first step in the ideation phase where developers and stakeholders generate a wide range of ideas and solutions without judgment.

It encourages creativity to identify problems, needs, and opportunities in the jewelry business management process.

Category	Problem / Opportunity	Initial Idea / Feature	Notes / Inspiration	Problem / Opportunity
Customer Management	Difficulty tracking customer purchase history	Create detailed customer profiles with purchase & service history	Integration with POS system	Difficulty tracking customer purchase history
Inventory	Manual stock updates cause errors	Auto-sync stock levels between branches and website	Include gemstone type, carat, purity, etc.	Manual stock updates cause errors
Sales & Billing	Manual billing and quotations	Generate digital invoices & quotations with custom templates	GST-ready billing	Manual billing and quotations
Loyalty & Rewards	Customers not returning	Launch loyalty program with points per purchase	Integrate with SMS/Email notifications	Customers not returning

Marketing	Lack of targeted marketing	Automated campaigns for birthdays, anniversaries	Use CRM data to personalize offers	Lack of targeted marketing
Repairs & Custom Orders	Hard to track special orders	Module to track repair/custom order status	Notifications for completion	Hard to track special orders
Analytics	Poor visibility on sales trends	Dashboard for daily/weekly/monthly sales insights	Predictive trend analysis	Poor visibility on sales trends
Security	Data loss or misuse	Role-based access, encrypted data	Cloud backup support	Data loss or misuse

2. Idea Generation Stage :

Idea Generation is the stage where the best thoughts from brainstorming are developed into potential features or solutions.Each idea is refined to define what it will do, why it matters, and how it adds value to the CRM application

Feature Name	Description	Value to Business	Tech Requirements	Description
Smart Customer Profiles	Store personal details, purchase history, preferences, and jewelry sizes	Improved customer experience & repeat sales	Database design, API integration	Store personal details, purchase history, preferences, and jewelry sizes
Real-time Inventory Tracker	Monitors stock in real time across multiple stores	Reduces stock-out and overstock	Cloud sync, barcode/RFID support	Monitors stock in real time across multiple stores
AI-Powered Recommendations	Suggests jewelry based on customer behavior	Boosts cross-selling	Machine learning model	Suggests jewelry based on customer behavior
Auto Marketing Campaigns	Sends personalized promotions automatically	Increases customer engagement	Email/SMS API, automation rules	Sends personalized promotions automatically
Analytics Dashboard	Displays key business KPIs	Helps decision-making	Data visualization (Power BI/Tableau)	Displays key business KPIs

Custom Order Management	Tracks order design, approval, and delivery status	Better transparency and customer satisfaction	Workflow and status tracking	Tracks order design, approval, and delivery status

3. Prioritization Stage :

Prioritization is the process of evaluating and ranking ideas based on factors like business impact, feasibility, cost, and time to implement. It helps decide which features should be developed first (for MVP) and which can come later.

Feature / Idea	Business Impact (1–5)	Feasibility (1–5)	Priority (High/Med/Low)	Reasoning	Business Impact (1–5)
Smart Customer Profiles	5	5	**High**	Core CRM feature, easy to build	5
Real-time Inventory Tracker	5	3	**High**	Essential for jewel tracking	5
Auto Marketing Campaigns	4	4	**High**	Drives sales & retention	4
Analytics Dashboard	4	3	**Medium**	Useful but can come later	4
AI-Powered Recommendations	5	2	**Low**	Advanced phase feature	5
Custom Order Management	3	4	**Medium**	Needed but not urgent	3

4. Outcome Summary :

Top 3 Priority Features for MVP (Phase 1):

1. Smart Customer Profiles
2. Real-time Inventory Tracker
3. Auto Marketing Campaigns

Phase 2 Features:

- Analytics Dashboard
- Custom Order Management

Future Enhancements:

- AI-Powered Recommendations
- Blockchain-based Jewelry Authentication