IDEATION PHASE

Empathize & Discover

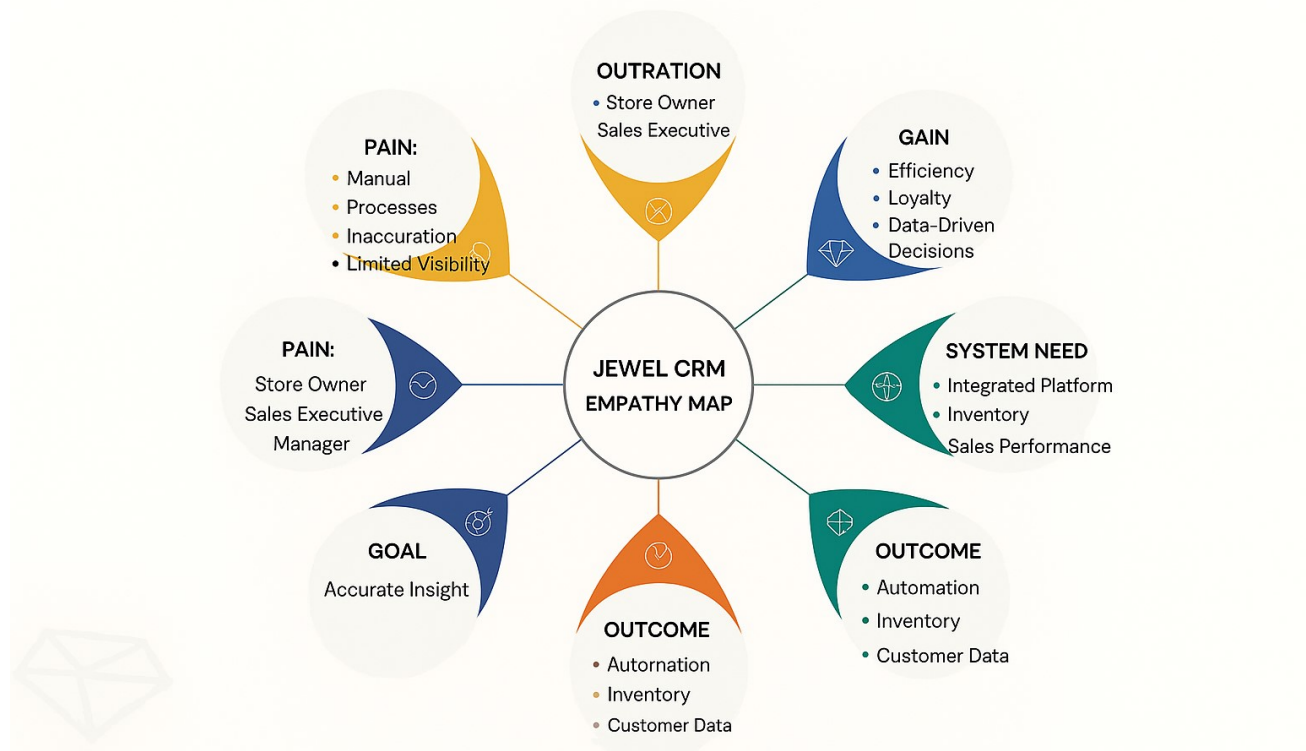| Date	1 November 2025
Team ID	NM2025TMID08998
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

Empathy Map Canvas:

During the Empathize & Discover stage, our team engaged with jewelry shop proprietors, sales personnel, and stock coordinators to comprehend their difficulties in controlling inventory, monitoring transactions, and preserving client connections. Through conversations and direct observation, we discovered that many jewelry enterprises face challenges with hand-operated workflows, imprecise inventory modifications, and insufficient insight into transaction trends and consumer preferences.

By paying attention to these stakeholders, we recognized that overseeing extensive stock collections spanning various classifications—including gold items, silver pieces, diamond products, and precious stones—results in disorganization, redundancy, and inaccuracies. Sales personnel frequently rely on obsolete data sheets, while business proprietors encounter obstacles in obtaining immediate intelligence regarding productivity or inventory worth.

Recognizing these difficulties enabled our team to reveal the fundamental requirement for a unified CRM-driven solution capable of managing both stock control and client administration through one consolidated platform. A Salesforce-enabled CRM would facilitate instant data alignment, mechanized notifications, and enhanced client interaction—while preserving precision and openness.

EMPATHY MAP CANVAS

OUTRATION
• Store Owner
Sales Executive

PAIN:
• Manual
• Processes
• Inaccuration
• Limited Visibility

GAIN
• Efficiency
• Loyalty
• Data-Driven Decisions

PAIN:
Store Owner
Sales Executive
Manager

**JEWEL CRM
EMPATHY MAP**

SYSTEM NEED
• Integrated Platform
• Inventory
Sales Performance

GOAL
Accurate Insight

OUTCOME
• Autornation
• Inventory
• Customer Data

OUTCOME
• Automation
• Inventory
• Customer Data

Example:

Jewellery Retail Management Application

Through comprehensive user understanding via empathy mapping, we pinpointed multiple persistent challenges impacting jewelry enterprises. These encompass irregular documentation practices, labor-intensive transaction modifications, and insufficient automation for purchase monitoring and client communications.

These observations uncovered challenges including:

- Insufficient immediate insight into stock quantities
- Lost client engagement chances resulting from hand-operated record management
- Lack of mechanized transaction summaries and notifications

Consequently, we developed a CRM-driven Jewel Management Solution using Salesforce that combines instant stock monitoring, mechanized processes, and client information administration.

The platform enhances operational productivity, minimizes hand-operated tasks, and strengthens business analytics through summary reports and visual dashboards.

This user-focused methodology guarantees a smooth experience for personnel and clientele—supporting jewelry enterprises in moving from hand-operated functions to a contemporary, analytics-powered management framework.