

IDEATION PHASE

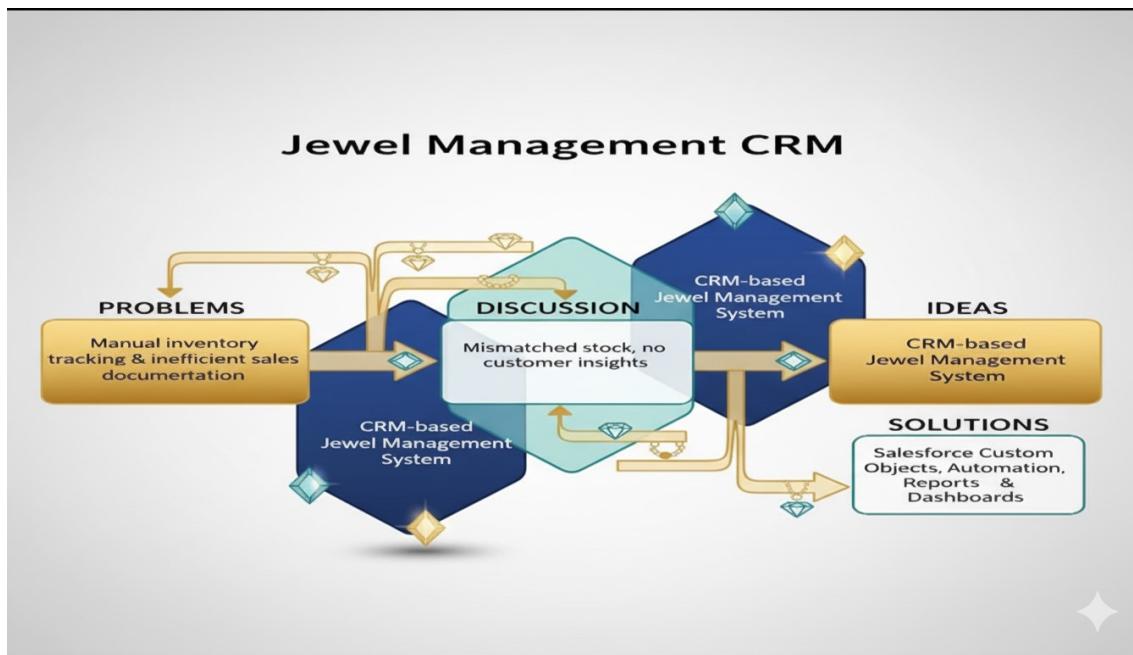
Brainstorm & Idea Prioritization Template

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

Step-1: Team Gathering, Collaboration, and Problem Selection

The team jointly recognized the challenge encountered by jewelry enterprises—hand-operated monitoring of stock and inadequate sales documentation. Following collaborative discussion, the agreement was to construct a CRM-driven Jewel Management Platform capable of processing product information, sales processes, and mechanized reporting.

Step-2: Brainstorming, Idea Listing, and Grouping



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Brainstorm:

Team participants explored difficulties including inconsistent inventory documentation, absence of customer intelligence, and labor-intensive sales documentation.

Idea Listing:

- Mechanized inventory monitoring utilizing customized Salesforce entities
- Instant stock modifications following every transaction
- Visual dashboard representation of transactions and inventory quantities
- Notifications for depleted-stock and premium-value products
- Consolidated customer relationship administration component

Grouping:

Concepts were organized within three primary classifications:

1. Inventory Administration
2. Sales Mechanization
3. Customer Relationship Administration (CRM)

Action Planning:

Every functionality was allocated particular targets—from information structuring to summary generation—employing Salesforce capabilities including flows, verification regulations, and visual dashboards.

Step-3: Idea Prioritization

Concept prioritization was executed to concentrate on functionalities delivering the most significant operational influence. The fundamental priority domains comprised:

- **Data Structuring:** Establishing customized entities for Jewelry Products, Classifications, and Transactions
- **Salesforce Application Development:** Building a specialized Jewel CRM application
- **User Interface Personalization:** Tailored UI for sales coordinators and inventory personnel
- **Mechanization:** Deployment of calculation fields, verification regulations, and field interdependencies
- **Flows and Email Notifications:** Mechanizing product modifications and purchase verifications
- **Summaries & Visual Dashboards:** Producing intelligence on inventory valuation, best-performing products, and regular income

This organized prioritization guarantees that the platform corresponds with both enterprise productivity and customer contentment.