

**Ideation Phase**  
**Empathize & Discover**

Date	01 November 2025
Team ID	NM2025TMID01112
Project Name	CRM Application for Jewel Management System
Maximum Marks	4 Marks

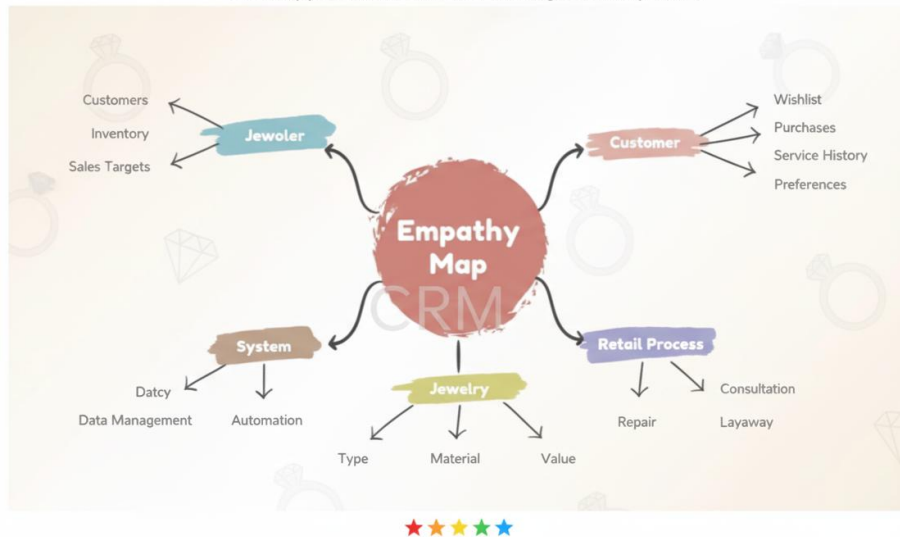
**Empathy Map Canvas:**

In the *Empathize & Discover* stage, the team analyzed the daily workflow of jewelry business owners, salespersons, and inventory managers to understand how they manage customer and product data.

Through observation and interviews, it was discovered that most jewelry store operators rely on **manual methods or basic spreadsheets** to track sales, maintain customer details, and monitor stock. This process leads to **data duplication, errors in billing, loss of customer history**, and difficulty in tracking which items are sold or in stock.

By understanding these user frustrations, the team identified the **need for a centralized and automated system** that would store all business data, automate updates, and generate real-time reports. These findings formed the foundation for designing the **Salesforce CRM Application for Jewel Management**Example:

## CRM Application for Jewel Management Systems



# Empathy Map

Diagram Name: Empathy Map Marks: 4 Marks

Says	Thinks
<ul style="list-style-type: none"> <li>I need a better way to track customers and items</li> <li>Manual processes are time-consuming</li> <li>I want a system that reduces errors</li> </ul>	<ul style="list-style-type: none"> <li>There must be a more efficient approach</li> <li>I wish I could access sales data anytime</li> <li>Real-time insights would be helpful</li> </ul>
Does	Feels
<ul style="list-style-type: none"> <li>Manually updates spreadsheets</li> <li>Spends time fixing billing errors</li> <li>Juggles multiple systems</li> </ul>	<ul style="list-style-type: none"> <li>Frustrated by data duplication</li> <li>Overwhelmed by administrative tasks</li> <li>Concerned about business performance</li> </ul>

### Empathy Map Description:

The Empathy Map illustrates the thoughts, feelings, actions, and challenges faced by jewelry business owners and staff while managing daily operations. It highlights their need for an efficient and automated solution to handle customer data, inventory, and sales tracking.

In the “Says” section, users express their desire for a better system to track customers and reduce manual errors. The “Thinks” section captures their wish for real-time access to sales data and more efficient processes. The “Does” quadrant shows their current practices, such as updating spreadsheets and juggling multiple systems, while the “Feels” quadrant reflects their frustration with data duplication and administrative overload.

This analysis provides a deep understanding of the users’ pain points, helping to define the need for the Salesforce CRM Application for Jewel Management, a solution that simplifies operations, minimizes errors, and enhances business performance through automation and cloud-based accessibility.