

Ideation Phase

Empathize & Discover

Date	31 Oct 2025
Team ID	NM2025TMID00579
Project Name	CRM Application For Jewel Management System
Maximum Marks	4 Marks

3.1 Purpose

The empathy map helps the team understand the target users of the Jewellery Management System — their needs, emotions, pain points, and motivations. It guides the development process to ensure that the final product addresses real-world user challenges and provides an intuitive, user-friendly experience.

3.2 Target User Groups

Jewellery Store Manager – Oversees operations, stock, sales, and staff coordination.

Sales Staff – Handles customer interactions, billing, and product recommendations.

Inventory Staff – Manages product listings, stock levels, and new item entries.

Customers – Purchase jewellery items, expect accurate billing and timely service.

3.3 User Persona Example: Jewellery Manager

Dimension	Insights
Name	Anand Kumar
Age	40
Role	Jewellery Store Manager
Goals	Monitor sales, manage inventory, ensure accurate billing, and improve customer satisfaction.
Challenges	Manual billing, inaccurate stock data, and lack of sales reports.

Empathy Map

Thinks / Says	Feels / Does
“We need an easy system to manage billing and stock updates.”	Feels frustrated due to frequent stock mismatches.
“It takes too long to generate reports.”	Feels overwhelmed with manual data entries.
“A dashboard would simplify my daily tracking.”	Manually reviews logs and sales sheets each evening.
“Automation will reduce my workload.”	Checks multiple ledgers for product details.

Insights

Managers seek automation and transparency. Their main frustrations arise from manual recordkeeping and inconsistent sales data. A digital Jewellery Management dashboard can reduce workload, increase accuracy, and improve store performance.



