# Ideation Phase
# Empathize & Discover

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| Date | 27 OCT 2025 |
| Team ID | NM2025TMID01965 |
| Project Name | CRM Application for Jewel Management |
| Maximum Marks | 4 Marks |

## Empathy Map Canvas:

In the Empathize & Discover phase, the team interacts with **jewellery store owners, sales executives, and inventory managers** to understand their daily workflow and challenges in managing jewellery inventory, customer records, and sales transactions.

Through interviews and observations, the team discovers that:

- Manual tracking of jewellery items often leads to **stock discrepancies and delays**.

- **Customer follow-up** and loyalty tracking are inconsistent due to lack of centralized data.

- Store managers struggle with **report generation** and **real-time inventory updates**.

- **Sales communication** with customers through email or alerts is time-consuming and not automated.

By empathizing with these users, the team identifies a clear need for a **CRM-driven Jewellery Management System** that can automate processes, maintain accurate records, and offer real-time visibility into sales and inventory.

The empathy mapping helped the team understand the pain points and workflow challenges faced by jewellery businesses. It highlights their need for **data accuracy, automation, and seamless customer communication.**

These insights shaped the design of the Salesforce-based Jewel CRM system that includes:

- **Real-time data modelling and inventory management.**

- **Custom user interface** for sales and stock updates.

- **Validation rules and formula fields** for error-free data entry.

- **Email alerts and automated flows** for better customer engagement.

- **Reports and dashboards** for sales analysis and business forecasting.

**Example: CRM for Jewel Management**



By deeply understanding the users through empathy mapping, the team identified critical pain points such as:

- Lack of integrated sales and stock visibility.
- Difficulty tracking customer preferences and purchase history.
- Manual report preparation slowing business decisions.

As a result, the team designed a **Salesforce CRM-based Jewel Management System** that integrates **object relationships, record types, automation flows, and real-time dashboards.**

This ensures:

- **Smooth sales management** and **accurate stock tracking.**
- **Personalized customer communication** using templates and alerts.
- **Informed business decisions** through visual dashboards and analytics.

Ultimately, this CRM solution enhances **business efficiency, customer satisfaction, and profitability** in the jewellery industry.