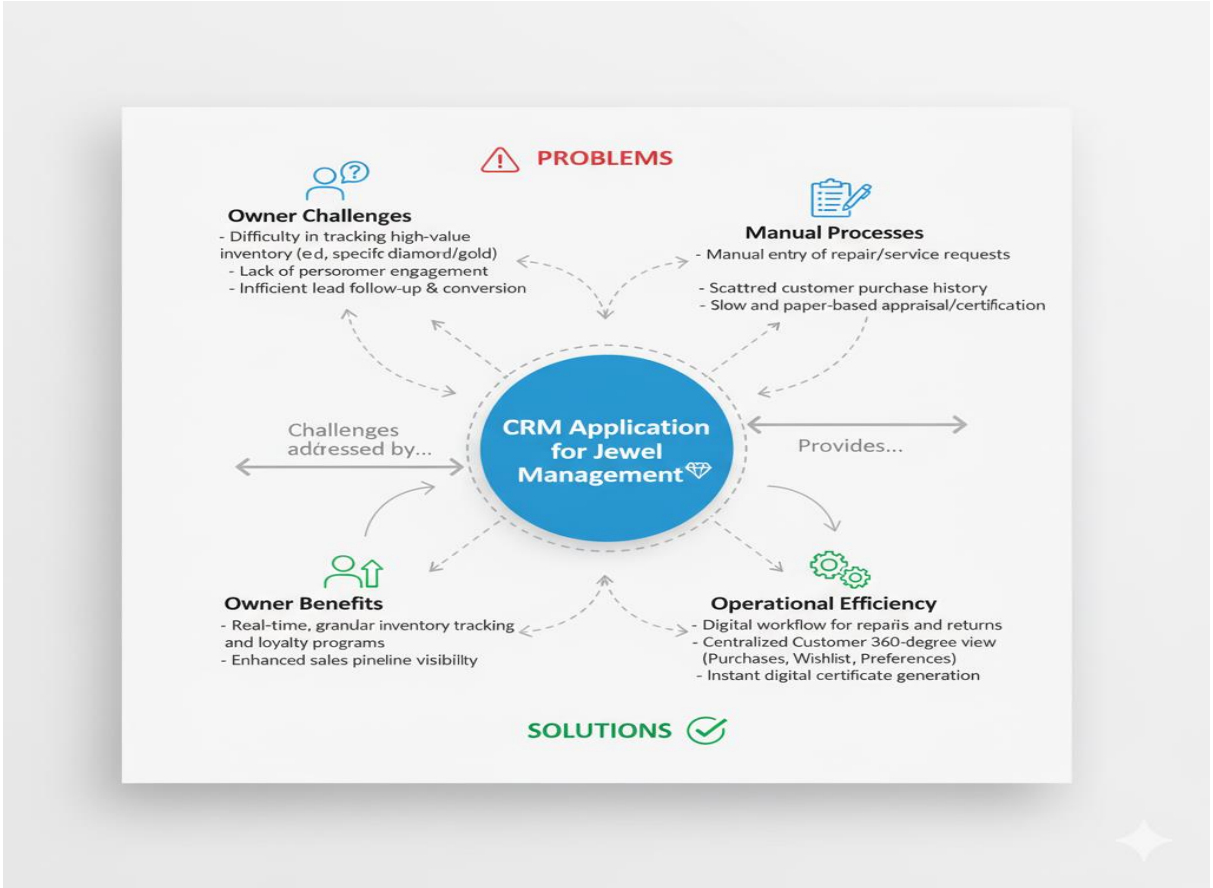
IDEA GENERATION & PRIORITIZATION

Date	**23 october 2025**
Team ID	**NM2025TMID02837**
Project Name	**CRM Application for Jewel Management**
Maximum Marks	**4 Marks**

CRM Application for Jewel Management Templete :

This initial phase is critical for laying a solid foundation for the **CRM Jewel Management System** project. It begins with **Team Gathering**, where all relevant stakeholders – including jewel store owners, managers, sales associates, and inventory staff – are invited to participate. The goal here is to create an open environment for discussion, with a clear agenda to brainstorm a dedicated space, ensuring everyone feels heard. Following this, **Collaboration** takes center stage, involving structured ideation sessions (perhaps using digital whiteboards for concept mapping), group discussions, and the creation of flowcharts to map existing processes and identify pain points. The insights from these collaborative efforts then feed into the crucial step to **Select the Problem Statement**. This involves identifying specific pain points within jewel management through methods like surveys or direct feedback, leading to the selection of the most impactful issues. Finally, these identified problems are **Prioritized** using techniques like an Impact/Effort Matrix to determine which challenges the CRM should address first. All these activities converge to establish **One Clear Goal** for the CRM Jewel Management System, ensuring the project is focused on solving the most pressing business needs in the jewelry sector..

Step-1: Team Gathering, Collaboration and Select the Problem Statement:



Step-2: Brainstorm, Idea Listing and Grouping:

Idea Listing:

A list of potential features and functionalities was compiled to address the core needs of a jewel management business. These included:

- Maintaining a **360-degree Customer Profile** to track purchase history, wishlists, and interactions.
- Implementing **Real-Time High-Value Inventory Tracking** using unique serial numbers and managing multi-location stock levels.
- Creating a **Digital Job Card** system for managing repair, resizing, and customization requests.
- Generating **Digital Appraisal Certificates** with secure, tamper-proof system-generated IDs.
- Automating **SMS/Email Campaigns** for targeted marketing, loyalty program updates, and special occasion greetings.
- Providing **Sales Performance Dashboards** for managerial insights into revenue, staff performance, and top-selling items.

Idea Grouping:

After listing the ideas, similar concepts were grouped together to form four distinct functional modules that directly support the CRM Application for Jewel Management:

1. **Customer & Sales Management Module:** Handles customer profiles, lead tracking, loyalty programs, and y
2. **High-Value Inventory & Stock Module:** Manages unique item IDs, multi-location stock levels, gemstone/metal details, and low-stock alerts.
3. **Service & Documentation Module:** Manages digital job cards, repair status tracking, service invoicing, and secure document storage for appraisals/certificates.
4. **Analytics & Integration Module:** Provides data-driven insights through customizable reports and dashboards, integration with POS/Accounting systems, and manages user security roles.

Step-3: Idea Prioritization:

Feature prioritization for the **CRM Application for Jewel Management** uses the MoSCoW method to focus development on the highest-impact areas first. The **Must Have (M)** features are crucial for initial success, including the **360-degree Customer Profile**, **Unique Inventory Tracking** for high-value items, **Real-Time Stock Updates** integrated with POS, and a system for **Digital Job Card Creation** to address core problems like data silos and manual service processes. **Should Have (S)** features—like automated **Birthday Greetings**, **Sales Pipeline Management**, and **Low Stock Alerts**—are important for improving efficiency and customer engagement in the first version. Finally, **Could Have (C)** items such as the **Loyalty Program** and **Mobile Access**, along with **Won't Have (W)** features like complex **CLV Reporting** or **Raw Material Tracking**, are deferred to later phases to ensure the initial launch is focused, secure, and solves the most urgent business problems effectively.

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