EMPATHY MAP CANVAS

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

Empathy Map Canvas :

Our primary user personas, such as **Jewel Store Owners/Managers and Sales Associates**, are constantly feeling the pressure of managing valuable inventory and demanding customer expectations. They **SEE** fragmented customer data across spreadsheets, shelves filled with high-value items that are difficult to track precisely, and the frustration of customers waiting due to slow manual processes for repairs or appraisals. They **HEAR** customer complaints about delays, internal discussions about lost stock or missed sales leads, and their own team's sighs of frustration over repetitive data entry. Internally, they **THINK** about how to prevent theft, streamline sales, build stronger customer loyalty, and ultimately grow their business, often worrying about the accuracy of their records and the efficiency of their staff. This leads them to **FEEL** stressed by administrative burdens, anxious about inventory discrepancies, and disheartened by missed opportunities to delight customers. Consequently, they **SAY** things like, "We need a better way to track everything," "I wish I knew what our best customers really want," or "This paperwork is killing our productivity." Their key **PAINS** include losing track of inventory, inconsistent customer service, and inefficient workflows, while their main **GAINS** would be real-time inventory visibility, personalized customer engagement, and streamlined, digital operations that free up time for sales and service.