

Project Design Phase
problem solutions fit canvas

Date	26/06/2025
Team ID	LTVIP2025TMID31187
Project Name	Crm Application For Jewel Management -(Developer)
Maximum Marks	2 Marks

problem solutions fit canvas

What are the main pain points or inefficiencies faced by jewelry businesses?

Manual inventory tracking leads to errors and losses.

Inability to personalize service for high-value clients.

Poor customer follow-up post-sale reduces repeat purchases.

Inconsistent communication across sales channels.

Limited insights into customer preferences and buying patterns.

High-value items require enhanced security and trust protocols.

Difficulty in tracking repairs, warranties, and custom orders.. Existing Alternatives

What are jewelry stores currently using?

Spreadsheets or basic POS systems.

Generic CRM platforms not tailored for jewelry.

Manual notebooks and offline customer records.

Messaging apps or informal reminders for follow-ups.

3. Target Customer

Who experiences the problem most intensely?

Mid-sized to large jewelry retailers.

Boutique jewelers offering custom or Aluxury items.

Store managers responsible for operations and customer service.

Sales staff aiming to build long-term customer relationships.

How does your CRM solve these problems?

Jewelry-specific inventory tracking (by gemstone, metal type, design ID).

Integrated customer profiles with purchase history and preferences.

Automated appointment and follow-up reminders for special dates (anniversaries, birthdays).

Secure customer communication via SMS/Email directly from CRM.

Visual catalog linked to each customer profile for up-sell and personalization.

Repair & warranty tracking module.

Analytics dashboard for tracking sales patterns and customer lifetime value.

5. Behavior

What are customers already doing that we can tap into?

Using WhatsApp/email to communicate with clients.Keeping mental or spreadsheet notes about VIP customers.

Offering discounts or loyalty points manually.

Engaging customers via Instagram/Facebook.

6. Your Advantages / Unique Differentiators

What makes your CRM uniquely suited to jewelry businesses?

Built-in modules for managing luxury inventory.

Customer lifecycle management tailored for high-touch interactions.

Integration with POS and eCommerce platforms used in jewelry.

Security protocols for managing high-value customer data.

Easy-to-use UI designed for jewelers,