Ideation Phase
Crm Application For Jewel Management -(Developer)Template

Date	26/06/ 2025
Team ID	LTVIP2025TMID31187
Project Name	Crm Application For Jewel Management -(Developer)
Maximum Marks	4 Marks

Crm Application For Jewel Management -(Developer)Template:

Step 1: Team Gathering, Collaboration & Problem Statement Selection

Objective: Align everyone on the problem to solve.

Activity:

Gather your team via MURAL, Zoom, Teams, or in-person.

Define and agree on the core problem.

Selected Problem Statement:

"How might we transform raw customer and transaction data into a CRM system that effectively supports jewelry business operations?"

Step 2: Brainstorm, Idea Listing & Grouping

Objective: Generate as many ideas as possible. No judgment or filtering.

Instructions:

Everyone adds ideas using sticky notes or Acards.

Group similar ideas into clusters (e.g., features, insights, tech needs, etc.).

Example Idea Clusters:

Data Collection

Data Collection

Import sales history from POS

Digitize handwritten customer logs

API integrations with eCommerce

Jewelry CRM Features

Customer purchase history tracking

Wishlist and special occasion reminders

Ring size and style preferences

Loyalty program integration

Data Analytics & Insights

Best-selling products by season

Customer lifetime value repData Analytics & Insights

Best-selling products by season

Customer lifetime value reports

Heatmap of top customers by locationUser Interface & UXMobile app for sales team in-storeChatbot for customer inquiriesDashboard for daily insights

Step 3: Idea PrioritizationortsObjective: Evaluate and sort ideas based on impact and effort (or value vs. feasibility).

Method:

Use a 2x2 matrix:

X-Axis: Effort (Low > High)

Y-Axis: Impact (Low → High)

Move ideas into 4 quadrants:

Quick Wins (High Impact, Low Effort)

Major Projects (High Impact, High Effort)

Low-Hanging Fruit (Low Impact, Low Effort)

Time Wasters (Low Impact, High Effort)

Sample Prioritized Ideas:

Idea Impact Effort Priority

Customer birthday & anniversary

reminders High Low

Quick Win

Loyalty point tracking High Medium Plan Soon

Predictive purchase analytics High High

Long-term Goal

Mobile app for in-store reps Medium High