

Ideation Phase

Empathize & Discover

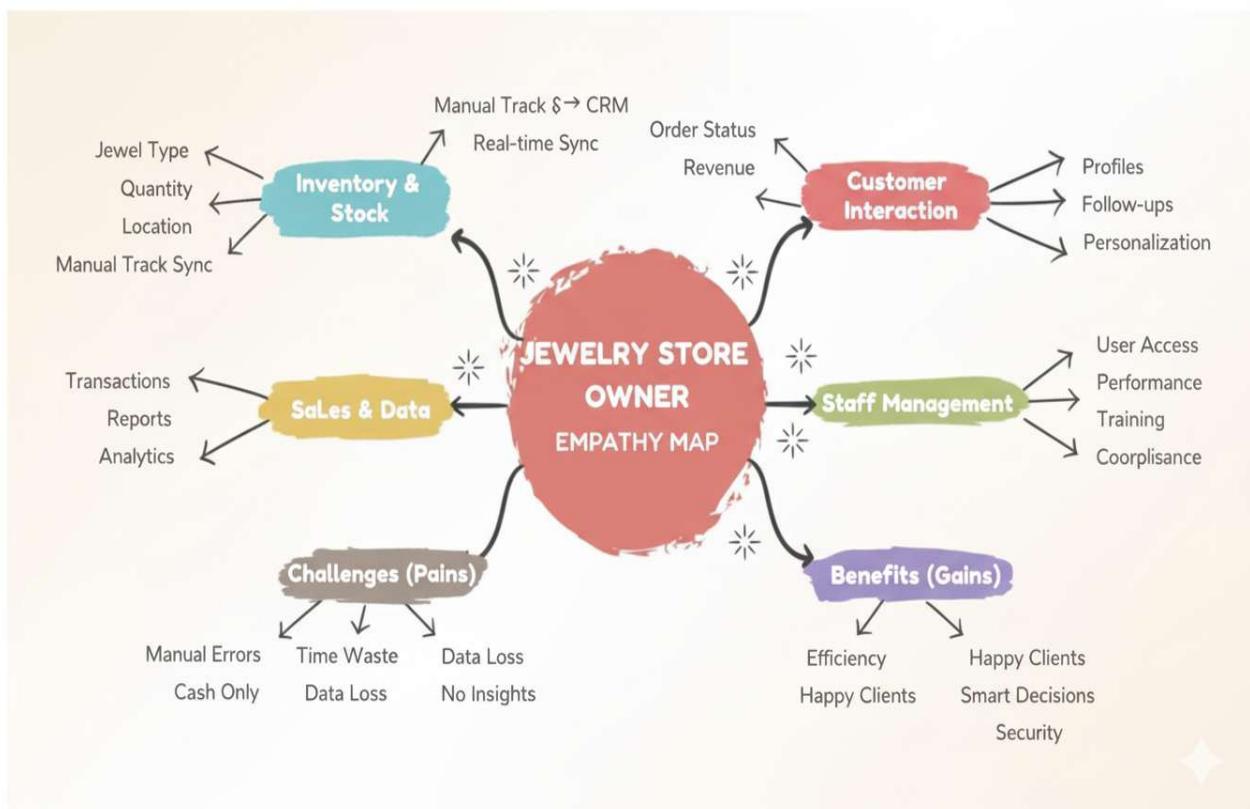
Empathy Map Canvas

Understanding the User Experience in CRM Jewel Management (Developer)

In the **Empathize & Discover** phase, the team observed how jewellery store admins, goldsmiths, and workers manage **customer, billing, and item updates** within the system. They discovered that many users felt **frustrated and confused** when manual data mismatches occurred — for example, when billing details didn't update correctly with customer or inventory records.

Through interviews with staff and store managers, the team learned that these problems caused **billing delays, inventory mismatches, and difficulty tracking transactions** accurately.

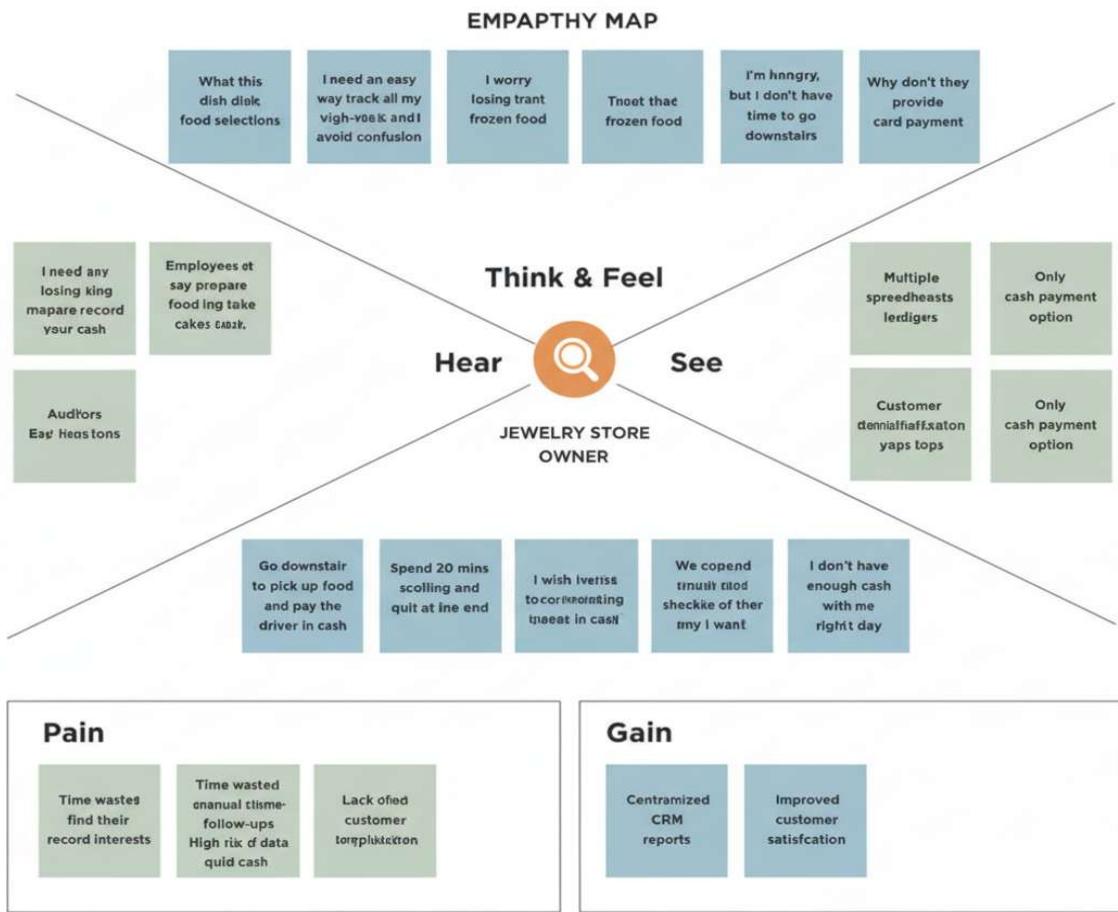
Example:



By collecting these insights, the team gained a clear view of the **real-world workflow challenges** faced by jewellery businesses.

Understanding user pain points helped define a system that ensures **clarity, automation, and transparency** in every operation.

Empathy Map Breakdown



Outcome

By deeply understanding users' emotions and challenges, the team designed a user-friendly CRM Jewel Management system that includes:

- Automated data synchronization between modules.
- Smart alerts for errors or missing links.
- Role-based access for clear accountability.

