

EMPATHY MAP CANVAS

Date : 2 November 2025

Team ID : NM2025TMID00606

Project name: CRM Application for Jewel Management - (Developer)

Maximum Marks :4 Marks

Empathy Map Canvas :

The Empathy Map Canvas was developed to understand the experiences, challenges, and expectations of both jewellery customers and store staff.

From the customer's viewpoint, they see a fragmented jewellery buying and servicing process, where communication about product availability, custom design progress, or repair status is often unclear. They hear inconsistent information about pricing, delivery timelines, and promotional offers, which creates confusion and dissatisfaction. Customers think and feel uncertain about product authenticity, billing accuracy, and post-sale services. As a result, they often take actions such as repeatedly contacting the store for order updates or clarifications on customized jewellery designs.

Their major pain points include poor communication, lack of transparency in order tracking, and errors in billing or delivery timelines. The expected gains for customers are real-time updates on their jewellery orders, transparent billing, loyalty tracking, and a more personalized shopping experience.

From the staff and management perspective, they see an unorganized workflow heavily dependent on manual records and hear frequent customer queries and complaints about delays or mismatched data. They feel burdened by repetitive administrative tasks such as maintaining ledgers, manually updating stock, and tracking customer details. Their main pain is inefficiency caused by manual processes and a lack of a centralized system. Their expected gains include improved coordination, automated data entry, and higher productivity through a CRM-powered solution.

This empathy mapping process guided the design of the CRM Jewellery Management System, emphasizing automation, transparency, and efficient communication to enhance both customer satisfaction and staff productivity.

