

**Ideation Phase**  
**Empathize s Discover**

|                      |   |
|----------------------|---|
| <b>Date</b>          | 31 Oct 2025                                 |
| <b>Team ID</b>       | NM2025TMID08827                             |
| <b>Project Name</b>  | CRM Application For Jewel Management System |
| <b>Maximum Marks</b> | 4 Marks                                     |

### 3.1 Purpose

The empathy map helps the team understand the target users of the Jewellery Management System – their needs, emotions, pain points, and motivations. It guides the development process to ensure that the final product addresses real-world user challenges and provides an intuitive, user-friendly experience

### 3.2 Target User Groups

Jewellery Store Manager - Oversees operations, stock, sales, and staff coordination.

Sales Staff - Handles customer interactions, billing, and product recommendations.

Inventory Staff - Manages product listings, stock levels, and new item entries.

Customers - Purchase jewellery items, expect accurate billing and timely service.

### 3.3 User Persona Example: Jewellery Manager

| Dimension  | Insights   |
|------------|--|
| Name       | Anand Kumar  |
| Age        | 40   |
| Role       | Jewellery Store Manager  |
| Goals      | Monitor sales, manage inventory, ensure accurate billing, and improve customer satisfaction. |
| Challenges | Manual billing, inaccurate stock data, and lack of sales reports.                            |

## Empathy Map

Thinks / Says

“We need an easy system to manage billing and stock updates.”

“It takes too long to generate reports.”

“A dashboard would simplify my daily tracking.”

“Automation will reduce my workload.”

Feels / Does

Feels frustrated due to frequent stock mismatches.

Feels overwhelmed with manual data entries.

Manually reviews logs and sales sheets each evening.

Checks multiple ledgers for product details.

## Insights

Managers seek automation and transparency. Their main frustrations arise from manual recordkeeping and inconsistent sales data. A digital Jewellery Management dashboard can reduce workload, increase accuracy, and improve store performance.



