EMPATHYMAPCANVAS

Date	03 NOVEMBER 2025
TeamID	NM2025TMID04143
ProjectName	CRMApplicationforJewelManagement- (Developer)
MaximumMarks	4Marks

EmpathyMapCanvas:

TheEmpathyMapCanvaswascreatedtounderstandthe experiencesand expectations of both jewellery customers and store staff.

From the customer's perspective, they *see* limited digital systems in jewellery stores where records are maintained manually. They *hear* inconsistent communicationaboutnewarrivals,orderprogress,andoffers.Customers*think and feel* uncertain about pricing, jewellery quality, and billing accuracy. They *say and do* things like frequently visiting or contacting the store to check on custom orders, verify prices, or request updates on delivery.