Project Design Phase
Problem – Solution Fit Template

Problem-Solution Fit canvas

Purpose / Vision

Version:

1. CUSTOMER SEGMENT(S) **CS** Retail jewelry stores (both brick-and-mortar and online) Independent jewelers and designers Jewelry wholesalers	**6. CUSTOMER LIMITATIONS** EG. BUDGET, DEVICES **CL** Budget limitations, Return on investment uncertainty, Lack of technical expertise, Limited time for implementation and training	**5. AVAILABLE SOLUTIONS** PROS & CONS **AS** Pros: Low initial cost, Simple to start. Cons: Highly inefficient and time-consuming, Prone to errors and data loss.
2. PROBLEMS / PAINS + ITS FREQUENCY **PR** Difficulty managing and organizing customer data. Inability to personalize customer interactions. Missing opportunities for follow-up and customer	**9. PROBLEM ROOT / CAUSE** **RC** Customers expect personalized service and seamless interactions. Manage customer relationships effectively. Optimize sales and marketing efforts	**7. BEHAVIOR** + ITS INTENSITY **BE** A primary function is to consolidate all customer information (contact details, purchase history, preferences, etc.) into a single, accessible database.
3. TRIGGERS TO ACT **TR** Customer birthdays, anniversaries, or special **4. EMOTIONS** BEFORE / AFTER **EM** Frustration: Experiencing irritation with inefficient processes After: Initial Relief, Increased Confidence	**10. YOUR SOLUTION** **SL** Current "Solutions" (Pre-Jewel CRM) Customer Data Management, Sales Tracking Jewel CRM Canvas and Solution Customer Segments, Customer Relationships Data Centralization, Insightful Analytics Data security and privacy must be top priorities	**8. CHANNELS of BEHAVIOR** **CH** ONLINE Customers explore online jewelry catalogs, viewing product images, descriptions, and pricing. OFFLINE Customers physically visit the jewelry store to browse, try on jewelry, and make purchases

Left margin labels: Define CS, fit into CL | Focus on PR, tap into BE, understand RC | Identify strong TR & EM

Right margin labels: Explore AS, differentiate | Focus on PR, tap into BE, understand RC | Extract online & offline CH of BE

Project Design
Phase Proposed Solution Template

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Fragmented customer data, inefficient inventory management, lack of personalized customer experiences, difficulty tracking customer preferences, missed sales opportunities, and challenges in building long-term customer relationships within the jewelry retail industry.
2.	Idea / Solution description	A comprehensive Customer Relationship Management (CRM) system tailored for the jewelry industry. It will centralize customer data, integrate inventory management, provide personalized communication tools, track customer preferences, automate marketing campaigns, and offer detailed analytics. The system will support both online and offline customer interactions, ensuring a 360-degree view of each customer.
3.	Novelty / Uniqueness	* **Integrated Omnichannel Experience:** Seamlessly merging online (website, social media) and offline (in-store, events) data for a unified customer profile. * **AI-Powered Personalization:** Utilizing AI to analyze customer data and provide highly personalized product recommendations and marketing messages. * **Visual Inventory Integration:** Allowing for high quality images of inventory to be linked directly to customer profiles, showing customers items they may like. * **Custom Design Management:** Tools for managing custom jewelry design processes, including visual mockups, client approvals, and production tracking. * **Gemstone and Metal Tracking:** Detailed tracking of gemstone and metal inventory, including certifications and provenance.
4.	Social Impact / Customer Satisfaction	* Enhances customer satisfaction by providing personalized and efficient service. * Builds stronger customer relationships, fostering loyalty and repeat business. * Improves transparency and trust by providing detailed information about jewelry provenance and quality. * Empowers small jewelry businesses to compete with larger retailers through advanced CRM capabilities
5.	Business Model (Revenue Model)	* Enhances customer satisfaction by providing personalized and efficient service. * Builds stronger customer relationships, fostering loyalty and repeat business. * Improves transparency and trust by providing detailed information about jewelry provenance and quality. * Empowers small jewelry businesses to compete with larger retailers through advanced CRM capabilities
6.	Scalability of the Solution	* Cloud-based architecture allows for easy scaling of resources to accommodate growing user bases and data volumes. * Modular design enables the addition of new features and functionalities as needed. * API integrations facilitate seamless connectivity with other

		business systems. * The system can be deployed globally, supporting multiple languages and currencies.

Project Design Phase
Solution Architecture