

Ideation Phase

Empathize & Discover

Date	3 Nov 2025
Team ID	NM2025TMID03582
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

Empathy Map Canvas

In the Empathize & Discover phase, the team observed how jewellery shop owners and managers handle their customer records, sales tracking, and stock management. Through interviews and observations, they discovered that many jewellery businesses face challenges in maintaining customer data, following up on clients, and analyzing purchase trends.

Many shop owners expressed frustration with manual record-keeping, missed customer reminders, and difficulty in identifying loyal buyers. These issues result in lost sales opportunities, poor customer engagement, and time-consuming administrative work.

By gathering these insights, the team gained a deeper understanding of the daily struggles faced by jewellery businesses. This understanding guided the development of a CRM Application for Jewel Management that would simplify data handling, automate follow-ups, and provide clear sales insights.

Example



Reference: <https://www.mural.co/templates/empathy-map-canvas>

The empathy map helped us understand the key challenges faced by jewellery businesses when managing customer relationships manually. It highlights their pains, needs, and expectations, enabling us to design a system that improves efficiency and customer satisfaction.

Empathy Map Findings (for Jewellery Business)

Says:

- I want to easily track my customers' previous purchases and preferences.
- I often forget to remind customers about offers or events.

Thinks:

- If I could analyze customer buying patterns, I could sell more effectively.

- A digital system could save me time and effort.

Does:

- Maintains data in books or spreadsheets.
- Checks stock manually.
- Uses phone calls for follow-ups.

Feels:

- Frustrated with delays.
- Anxious about losing customers.
- Eager for a smart, automated solution.

Empathy Summary

By deeply understanding jewellery owners' and managers' pain points, the team identified critical needs such as centralized data management, automated reminders, and sales analytics. These insights led to the creation of a CRM Application for Jewel Management that offers:

- Real-time customer tracking
- Inventory monitoring
- Personalized offers and communication
- Data-driven decision-making

This solution ensures improved customer satisfaction, better business management, and increased profitability for jewellery stores.