Ideation Phase

Define the Problem Statements

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

Customer Problem Statement Template:

Jewellery businesses often face challenges in managing customer information, purchase history, and inventory records using manual methods. This results in data duplication, missed follow-ups, and poor customer engagement. Store owners also find it difficult to analyze sales patterns and track customer preferences, which affects overall business performance.

They need a CRM-based solution that integrates customer data, sales tracking, and inventory updates in one platform. Such a system should provide automated billing, reminders, and personalized offers, improving efficiency and enhancing customer satisfaction.

This solution will help jewellery businesses streamline operations, build long-term customer relationships, and increase sales growth.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Jewellery Store Owner	Manage customer records efficiently	the system is manual and time-consuming	it lacks automation and centralized tracking	frustrated and overwhelmed
PS-2	A Jewellery Manager	Improve customer relationships and sales	the existing process is unorganized	there's no CRM to manage customer data	disappointed and less productive

Problem Statement PS 1:

As a jewellery store owner, I am trying to manage customer details, purchases, and sales records in an organized manner. However, using traditional methods like registers or spreadsheets makes it time-consuming and prone to errors. This situation leaves me frustrated and unable to offer personalized services to my customers. I need a CRM Application that maintains all customer information, automates billing, and sends reminders to enhance the shopping experience.

Problem Statement PS 2:

As a jewellery manager, I want to improve customer satisfaction and retain loyal customers. But our current system does not track preferences or send updates about offers and new designs. This leads to a drop in customer engagement and sales opportunities. A CRM-based Jewellery Management System with data analytics, notifications, and loyalty tracking will help improve customer retention and business growth.