

Ideation Phase

Empathize & Discover

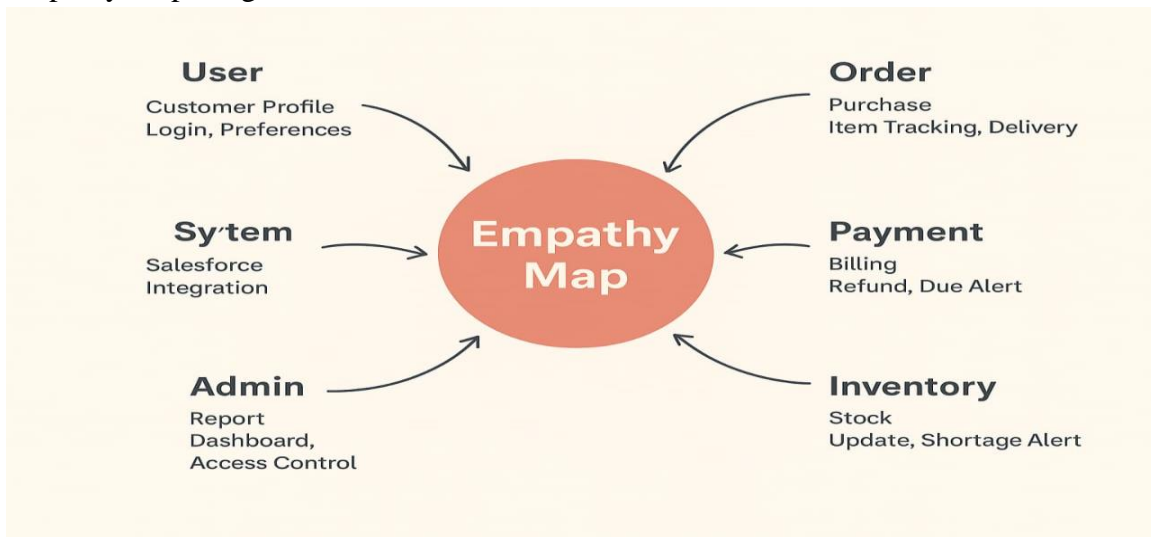
Date	Team ID	Project Name	Maximum Marks
02 NOV 2025	NM2025TMID05622	CRM Application for Jewel Management	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observes how jewel store managers and staff interact with the CRM system during daily operations. They identify challenges faced while handling customer orders, billing, and stock updates. These observations help the team understand where the users experience confusion or delays and reveal their needs for improved alerts, automation, and interface clarity. By analyzing these interactions, the team gains valuable insights to create a more efficient and user-friendly CRM system.

Example:

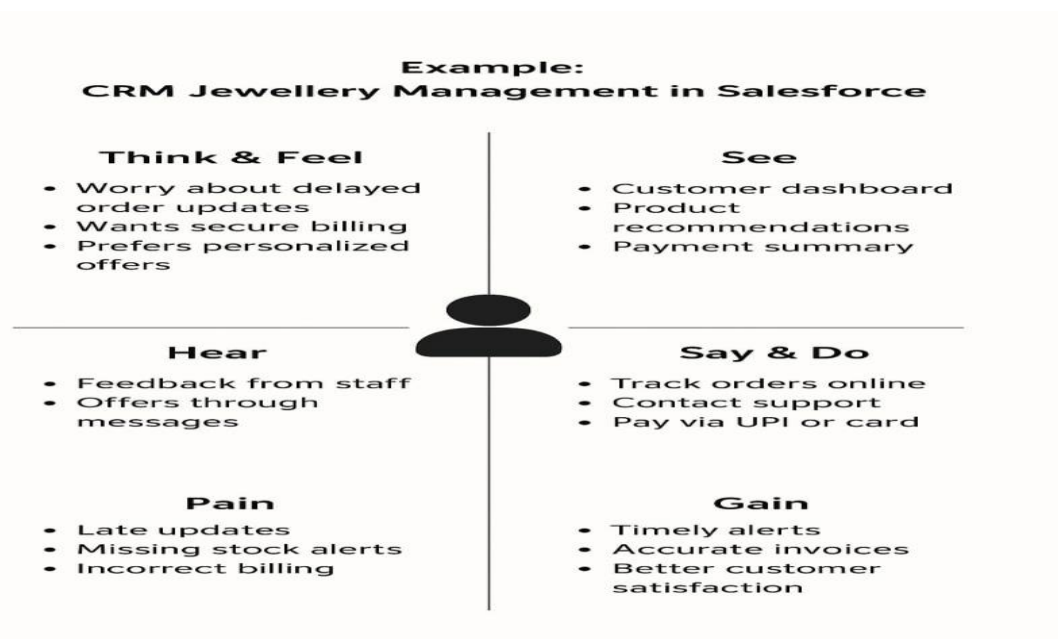
Empathy Map Diagram :



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

The empathy map helped us understand user frustrations and expectations when using the jewel CRM system. It revealed pain points such as missing alerts for overdue payments, lack of customer purchase history visibility, and confusion in order tracking. By addressing these areas, the redesigned system ensures better data accuracy, real-time tracking, and improved user confidence.

Example: Jewel Sales & Customer Handling :



- Think & Feel: Worry about missing valuable customer details or duplicating entries.
- Hear: Feedback from other staff about system delays or confusion.
- See: Multiple tabs, unclear notifications, and incomplete billing updates.
- Say & Do: Try to manage records manually or double-check receipts.
- Pain: Missing alerts, manual work, and risk of billing errors.
- Gain: Clear dashboard, automated updates, and real-time alerts.

By deeply understanding the users through empathy mapping, the team identified the main areas to improve in the CRM system. Implementing validation checks, real-time alerts, and data integrity controls helps prevent human errors and improves service reliability, efficiency, and customer satisfaction.