

Ideation Phase

Brainstorm & Idea Prioritization Template

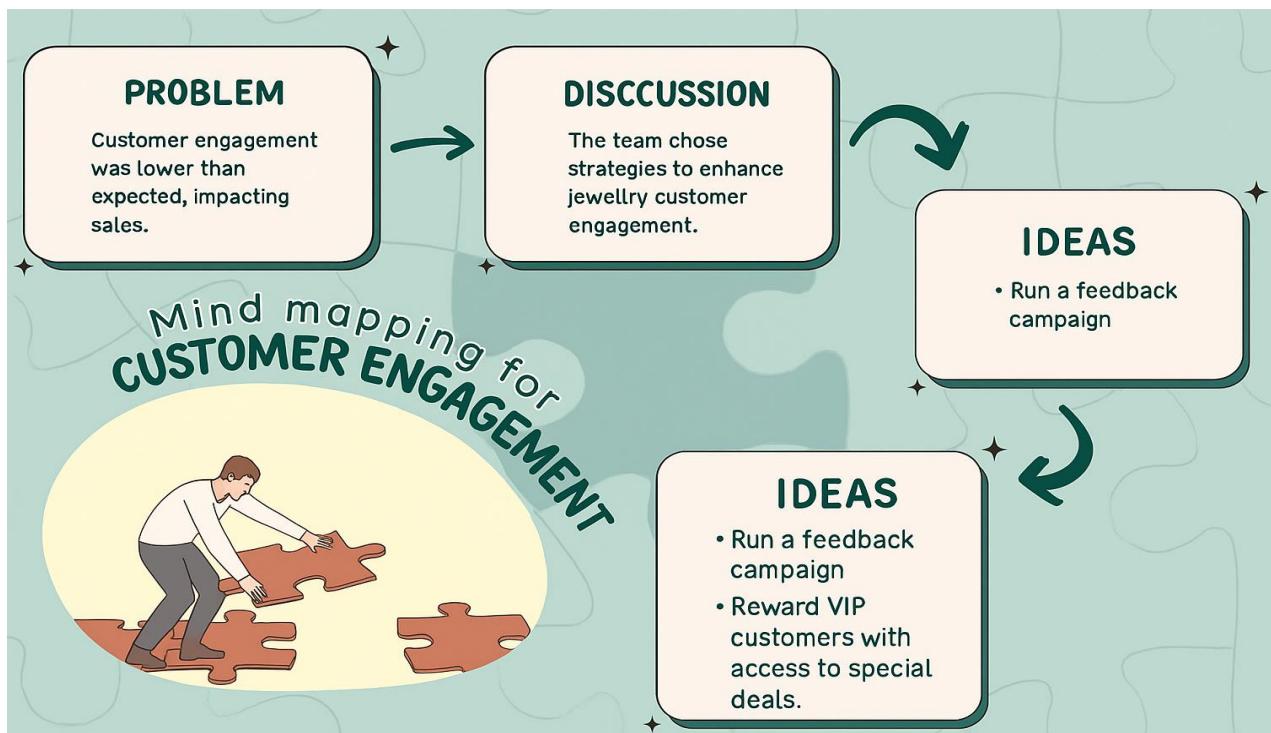
Date	01 November 2025
Team ID	NM2025TMID03998
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

CRM Application for Jewel Management Template :

This project demonstrates the creation of a **CRM (Customer Relationship Management) system** specifically designed for jewellery businesses. The system helps in maintaining customer records, managing jewellery sales, tracking orders, handling payments, and sending promotional offers to loyal customers.

It aims to enhance customer satisfaction by personalizing services and automating business processes such as billing, inventory updates, and order tracking. Through efficient customer profiling, the application helps jewellery retailers strengthen relationships, improve sales forecasting, and make data-driven decisions.

Step-1: Team Gathering, Collaboration and Select the Problem Statement:



Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step-2: Brainstorm, Idea Listing and Grouping:

CRM APPLICATION FOR JEWELLERY MANAGEMENT

PRITHISHA	KAVIYAZHINI	KALAISELVI	THIRUMALAISELV
<p>Initial Idea: Add inventory tracking for jewellery items.</p>	<p>Initial Idea: Develop customer profiles with purchase history.</p>	<p>Initial Idea: Create different pricing tiers for jewellery items.</p>	<p>Initial Idea: Send automated order confirmations</p>
<p>Teammate builds on initial Idea:</p> <ul style="list-style-type: none">Enable barcode scanning to streamline updates.	<p>Teammate builds on initial Idea:</p> <ul style="list-style-type: none">Include wishlist functionality for customers.Tag customers by purchase preferences.	<p>Teammate builds on initial Idea:</p> <ul style="list-style-type: none">Allow discounts within each pricing tier.Define separate pricing for wholesale.	<p>Teammate builds on initial Idea:</p> <ul style="list-style-type: none">Send automated order-confirmations.Enable tracking of order deliveries.
<p>Teammate builds on initial Idea:</p> <ul style="list-style-type: none">Generate low stock alerts for items.	<p>Teammate builds on initial Idea:</p> <ul style="list-style-type: none">Provide personalized marketing.	<p>Teammate builds on initial Idea:</p> <ul style="list-style-type: none">Add seasonal promotions for items.	<p>Teammate builds on initial Idea:</p> <ul style="list-style-type: none">Manage Log of cancelled orders.

Brainstorm:

Team members shared ideas such as loyalty programs, automated billing, customer feedback tracking, and digital receipts.

Idea Listing:

All ideas from the session are written down to capture every suggestion and ensure no input is overlooked.

Grouping:

Ideas were grouped into customer-related, product-related, and analytics-related modules.

Action Planning:

Chosen ideas are turned into clear steps with assigned responsibilities and timelines.

Step-3: Idea Prioritization:



Idea Prioritization:

The team prioritized **Customer Module → Product Management → Analytics Dashboard** based on business needs. This ensures the CRM application focuses on customer satisfaction, quick access to data, and detailed insights into jewellery sales trends.