

Ideation Phase

Empathize & Discover

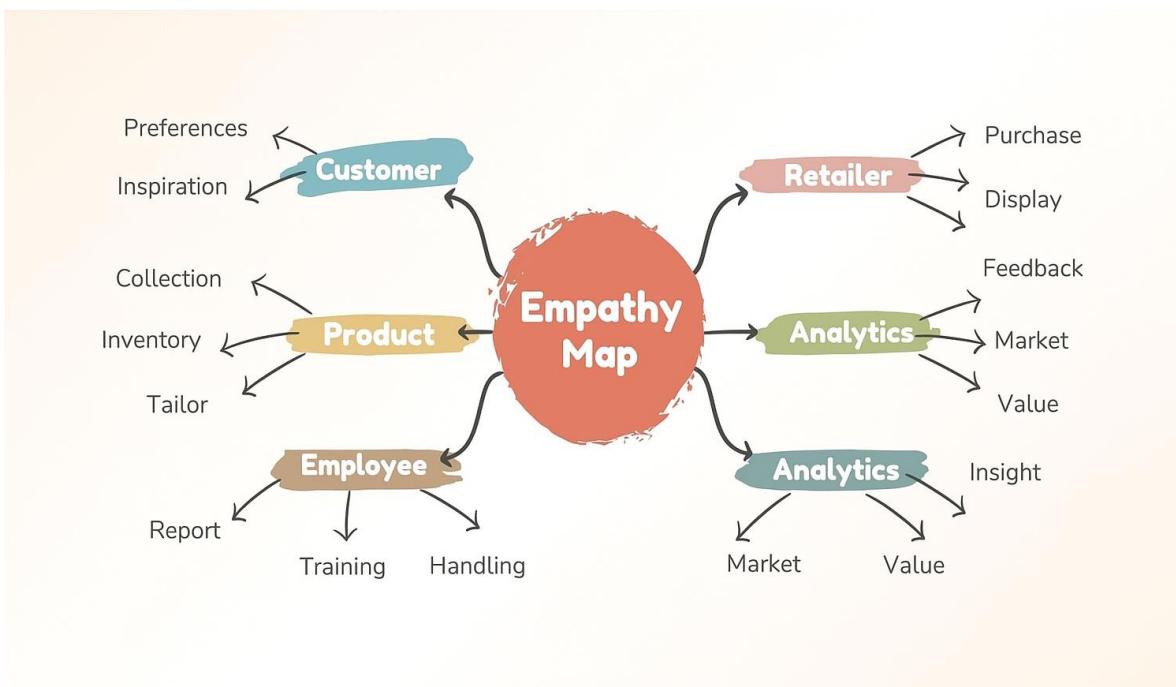
Date	01 November 2025
Team ID	NM2025TMID03998
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

Empathy Map Canvas:

In this phase, the team observed how jewellery shop owners and staff manage customer relationships, sales, and inventory. They discovered that most stores rely on manual record-keeping (registers or spreadsheets), which leads to data loss, confusion, and missed customer interactions.

Through interviews and observations, the team found that employees feel overwhelmed managing multiple tasks — tracking purchases, following up with clients, updating stock, and recording payments — all without a centralized system.

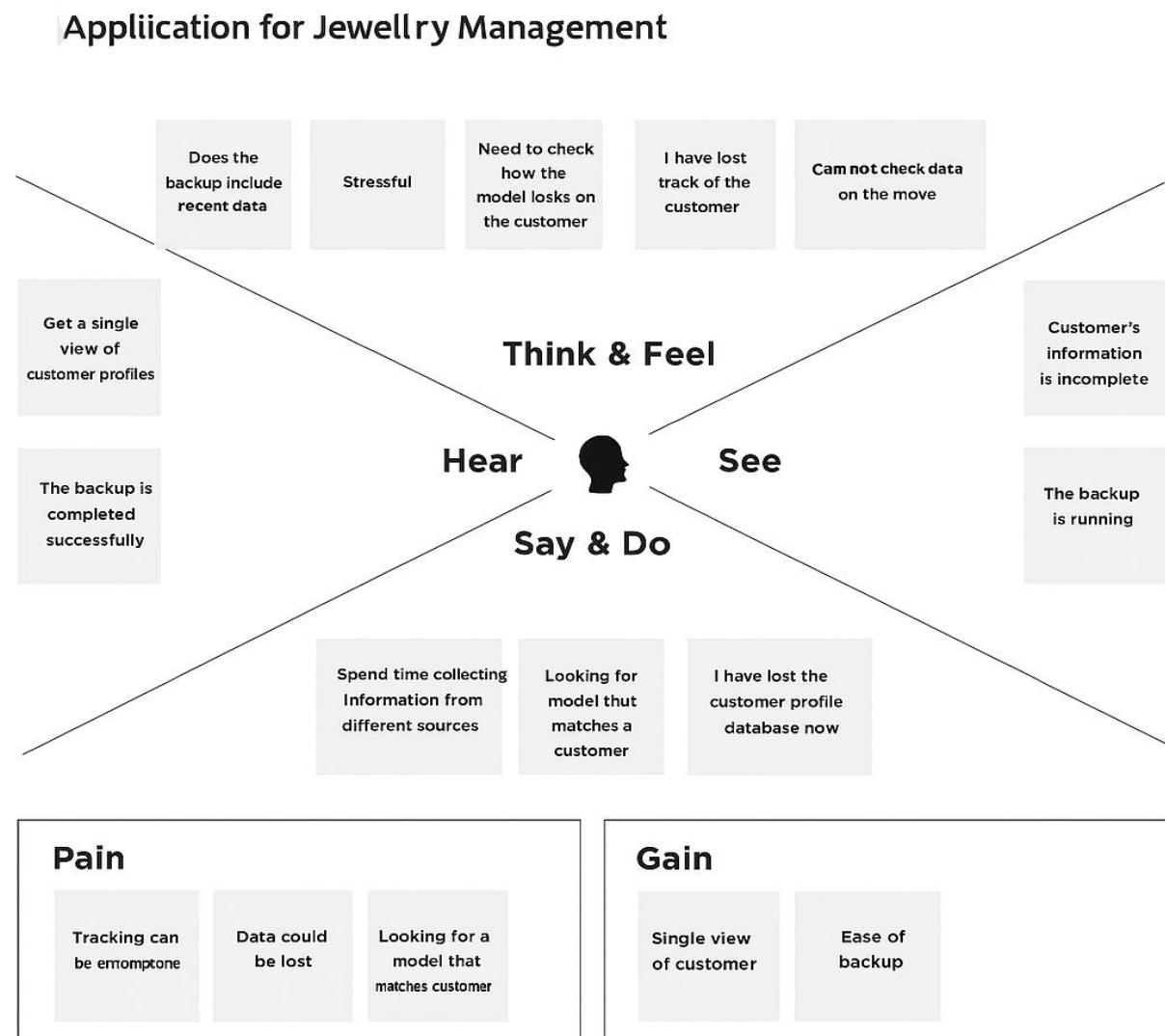
Example:



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

By empathizing with these users, the team gained a deeper understanding of their daily frustrations, needs, and goals. This helped shape the design of a **CRM solution** that simplifies operations, improves efficiency, and enhances customer satisfaction.

Example:



By deeply understanding user emotions and pain points, the team identified the need for an **integrated CRM platform** tailored for jewelry businesses. The system will help manage customer details, orders, inventory, and payments in one place — improving efficiency, accuracy, and business growth.