

Ideation Phase

Brainstorm & Idea Prioritization

Template

Date	23 OCTOBER 2025
Team ID	NM2025TMID06397
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	4 Marks

CRM Application for Jewel Management - (Developer):

The CRM Application for Jewel Management is designed to help jewelry businesses efficiently manage their customer relationships, sales records, and inventory through a single, integrated system. In many jewelry shops, data is often stored manually or across different platforms, leading to confusion, errors, and loss of valuable customer information. This project aims to overcome these issues by developing a centralized CRM solution that allows users to store and access customer profiles, purchase history, jewelry details, and repair requests in one place. The application will enable real-time inventory tracking, automate sales follow-ups, and generate reports to support better decision-making. It will also help store owners and staff communicate effectively with customers, maintain accurate stock levels, and reduce manual effort. Overall, this project focuses on building a reliable digital platform that transforms how jewelry stores manage their data, improve customer service, and grow their business.

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

Team Gathering

The project began with forming a dedicated team of developers, analysts, and designers. Each member discussed their roles and shared ideas to understand the project goals. The focus was on building teamwork, sharing skills, and setting a clear direction for the CRM application development.

Collaboration

The team worked together to exchange ideas and experiences related to jewelry business needs. Regular meetings and brainstorming sessions helped identify customer pain points, existing manual challenges, and opportunities for automation. This collaboration ensured that all members contributed to shaping a clear and realistic project vision.

Selecting the Problem Statement

After reviewing multiple ideas, the team finalized the main problem statement — the need for a CRM system to manage customer data, jewelry inventory, and sales records efficiently. The selected problem focuses on reducing manual errors, improving record accuracy, and increasing business productivity through automation and centralized data management.

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Selecting the Problem Statement

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Step-2: Brainstorm, Idea Listing and Grouping:

Brainstorm

The team discussed the key problems faced by jewelry businesses, such as difficulty managing customer information, tracking sales, and maintaining accurate inventory records. Members suggested creating a CRM system that could centralize all customer, sales, and inventory data. Ideas like automation of follow-ups, real-time inventory updates, and customer purchase history tracking were also explored to make the system more efficient and user-friendly.

Idea Listing

- Develop a centralized CRM platform for jewelry management.
- Include modules for customer profiles, sales tracking, and inventory management.
- Automate reminders for customer follow-ups and payments.
- Add analytics dashboards for performance insights.
- Enable real-time inventory updates after each sale.
- Include role-based access for admin and sales staff.
- Integrate customer feedback and repair request tracking.
- Create an easy-to-use interface with secure data storage.

Grouping

Customer Management: Profiles, purchase history, feedback tracking, and communication logs.

Inventory Management: Real-time stock updates, product details, and availability tracking.

Sales and Analytics: Sales records, performance reports, and automated reminders.

System Features: User-friendly interface, data security, and role-based access control.

Action Planning

1. **Design Phase:** Create the data model and user interface layout for CRM modules.
(Assigned to Developer 1 – 1 week)
2. **Development Phase:** Build modules for customer, sales, and inventory management.
(Team Development – 3 weeks)
3. **Testing Phase:** Conduct functionality and user testing to ensure accuracy and ease of use.
(QA Team – 1 week)
4. **Deployment Phase:** Implement the CRM system and train users on key features.
(Deployment Lead – 1 week)

5. Review and Feedback: Collect feedback and make improvements for future updates.

(All Team Members – Ongoing)

Step-3: Idea Prioritization:

After reviewing all ideas, the team prioritized features based on importance and feasibility. The most critical ideas chosen were developing a centralized CRM system, adding customer and inventory management modules, and enabling real-time updates. Medium-priority ideas included analytics dashboards and automated follow-ups to improve decision-making and customer engagement. Lower-priority features, such as advanced reporting and interface customization, were planned for future updates after the core system is implemented.