

Ideation Phase

Empathize & Discover

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

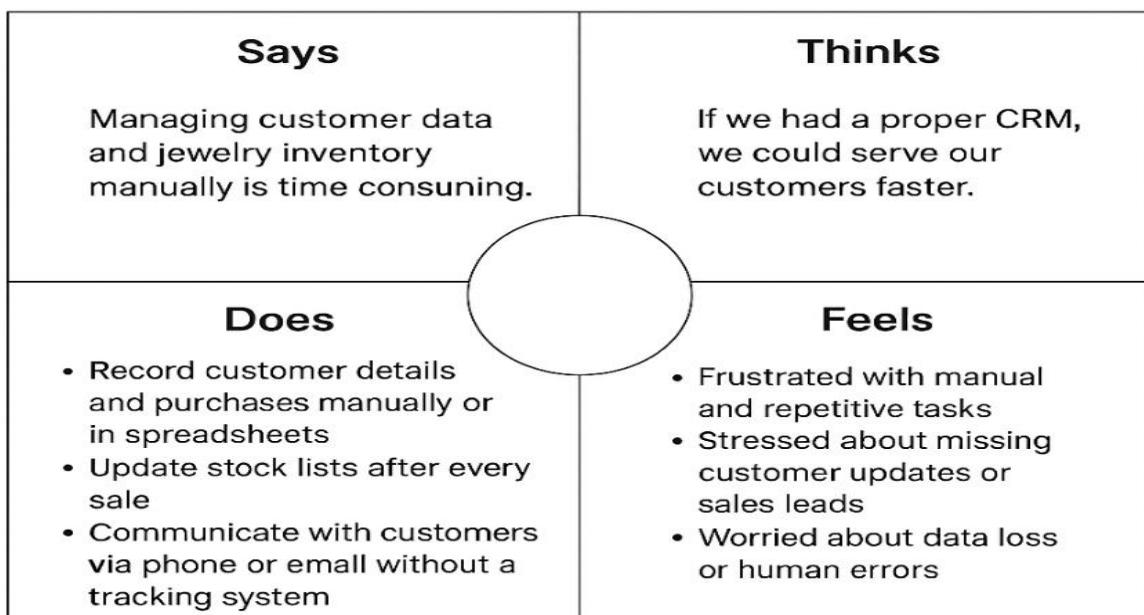
Empathy Map Canvas:

Jewelry shop owners and sales staff face difficulties in managing customer data, sales, and inventory because most of their work is done manually. They say it takes too much time to track orders, update stock, and remember customer preferences. They think that having a proper CRM system would help them serve customers faster, reduce mistakes, and make their work easier.

They feel frustrated and stressed due to repeated manual tasks and the risk of losing data. Their main pain points are the lack of automation, inconsistent data, and no single place to manage everything. They need a simple CRM system that keeps all customer and inventory details in one place, sends automatic reminders, and helps them make better business decisions.

Example:

EMPATHY MAP - CRM APPLICATION FOR JEWEL MANAGEMENT



Jewelry business owners and employees find it hard to handle customer information, sales records, and stock updates because most tasks are done manually. They often feel tired and worried about making mistakes or losing important details. They believe that using a CRM system can make their work faster, reduce errors, and keep everything in one place. They need a simple and reliable tool that automates tasks, updates inventory