

PROJECT PLANNING

Date	23 October 2025
Team ID	NM2025TMID06397
Project Name	CRM Application for Jewel Management
Maximum Marks	5 Marks

Introduction

The **Project Planning Phase** serves as the foundation for developing the **CRM Application for Jewel Management**. It defines the project's scope, goals, and structure, ensuring that all resources, timelines, and tasks are properly aligned. This phase provides a clear roadmap for managing jewellery-related operations such as customer handling, sales tracking, and inventory control. Using the **Agile methodology**, the project is divided into iterative sprints that allow continuous testing, refinement, and improvement. This structured approach promotes teamwork, flexibility, and transparency throughout the entire development process.

Product Backlog

The **Product Backlog** contains all the essential features required to build the CRM system for jewellery management. It serves as a prioritized list of modules that guide development and ensure alignment with project objectives.

The primary backlog items include:

- Customer Management (add, edit, view details)
- Product and Inventory Management
- Sales and Order Tracking
- Notifications and Offers Module
- Reports and Analytics Dashboard

Each of these features is broken down into smaller user stories to enable smooth development and testing. Continuous backlog refinement ensures that high-priority modules such as **Customer and Product Management** are developed first, followed by advanced features like **Analytics and Notifications**.

Sprint Schedule

The project is organized into short, iterative sprints of one to two weeks. Each sprint focuses on developing and testing a specific module to ensure consistent progress and feedback.

Sprint 1: Design of database and development of Customer Management module.

Sprint 2: Implementation of Product and Inventory Management.

Sprint 3: Development of Sales and Order Tracking module.

Sprint 4: Integration of Reports, Analytics, and Notification features, followed by testing and deployment.

At the end of each sprint, the progress is reviewed, and changes are made as per stakeholder feedback to ensure continuous improvement.

Effort Estimation

Effort estimation is performed using the **story point method**, assigning values based on the complexity and time required for each task.

- Simple tasks such as creating forms and database tables are given lower points.
- Complex functionalities like automated reports, notifications, and analytics receive higher points.

This estimation method helps in effective time management, balanced workload distribution, and accurate timeline prediction. It also reduces risks and ensures that each module is delivered within the planned schedule.

Conclusion

Through well-structured backlog management, sprint planning, and accurate effort estimation, the **Project Planning Phase** ensures efficient and organized development of the **CRM Application for Jewel Management**. This approach enables faster delivery, improved quality, and adaptability to changing business needs. The planning framework also ensures transparency, collaboration, and consistency throughout the entire project lifecycle.