Ideation Phase

Empathize & Discover

Date	03 NOVEMBER 2025
Team ID	NM2025TMID06540
Project Name	CRM Application for Jewel Management (Developer)
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team closely observed how store managers, sales executives, and admins manage customer records, item pricing, and billing operations within jewelry businesses. Through detailed observation and interaction, the team identified multiple challenges — including manual data entry, repetitive billing updates, and the risk of deleting users or records still linked to active transactions.

During user interviews and feedback sessions, managers expressed frustration with constantly updating gold and silver prices across different records. Sales executives mentioned the difficulty in recalculating total bills when purity or weight values change, while admins struggled with data integrity issues when users tied to ongoing orders or incidents were deleted accidentally.
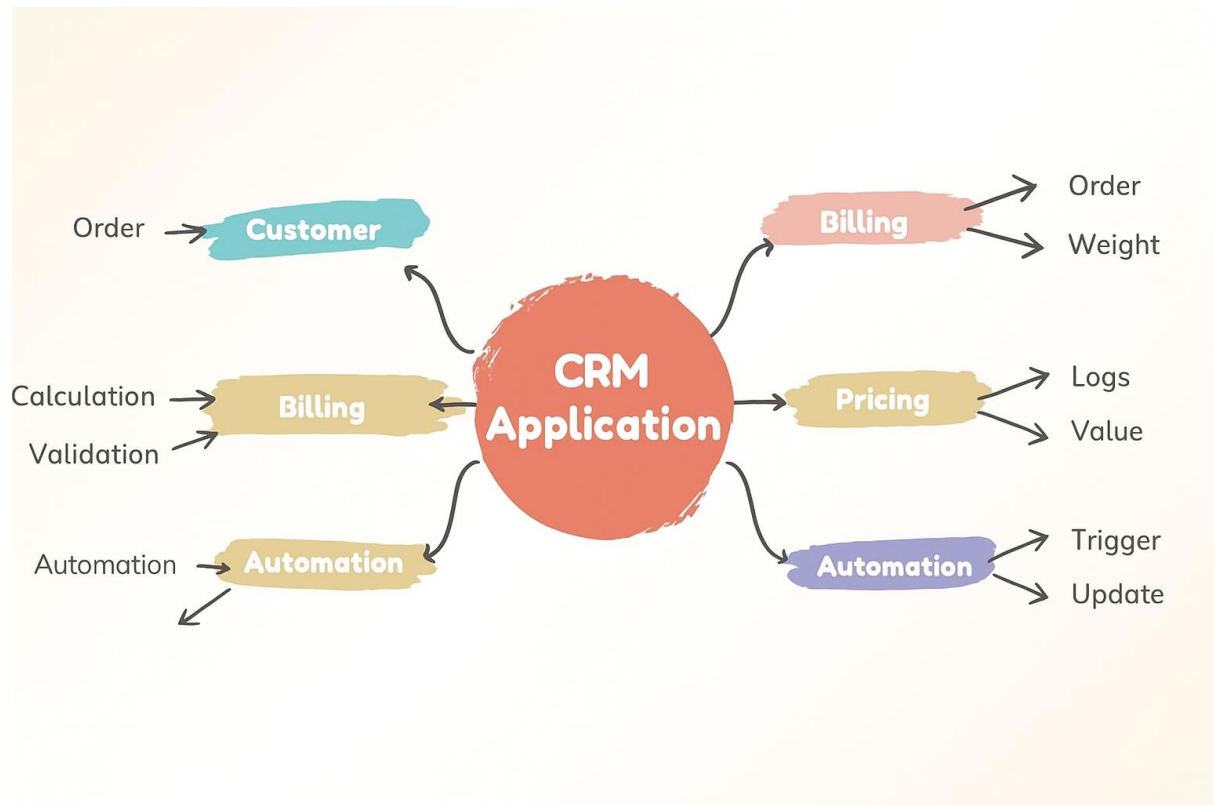
These discussions revealed that the lack of automation, preventive validations, and real-time alerts caused unnecessary delays, confusion, and extra workload for employees. Many users had to spend additional time identifying which records were affected, leading to inefficiency and potential business loss.

By gathering these insights, the team gained a deep understanding of how these system gaps impact daily workflows, staff productivity, and overall customer experience.
It became clear that the CRM solution must include automated triggers, data validation rules, and intuitive dashboards to support jewelry operations more effectively.

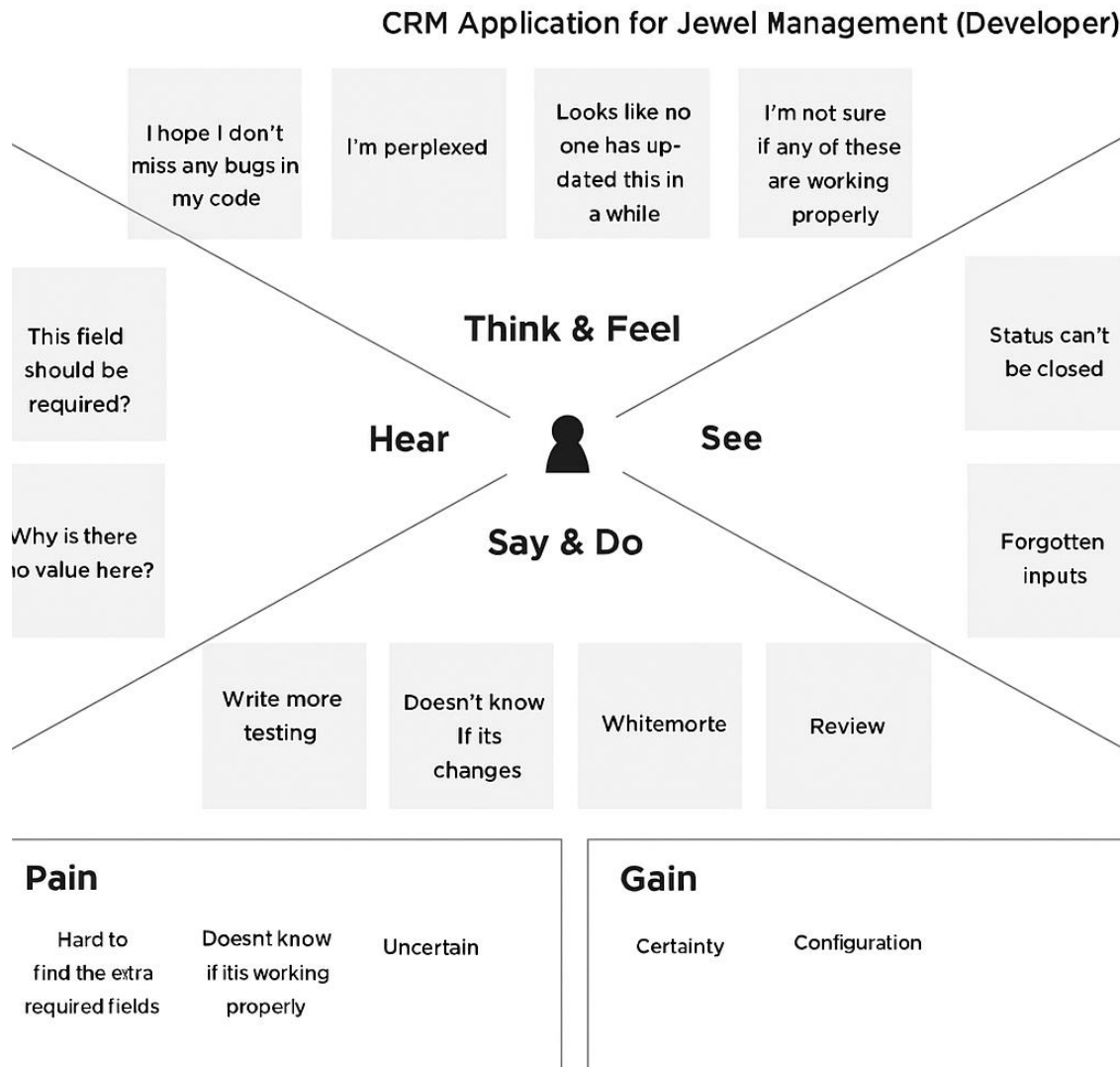The Empathize & Discover findings highlighted a crucial need for:

- Automation to minimize manual effort and human errors.

- Data protection mechanisms to maintain accuracy and security.

- Real-time alerts to prevent user deletions or billing mismatches.

Example:

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

Example:

CRM Application for Jewel Management (Developer)

Think & Feel

- I hope I don't miss any bugs in my code
- I'm perplexed
- Looks like no one has updated this in a while
- I'm not sure if any of these are working properly

Hear

- This field should be required?
- Why is there no value here?

See

- Status can't be closed
- Forgotten inputs

Say & Do

- Write more testing
- Doesn't know If its changes
- Whitemorte
- Review

Pain

- Hard to find the extra required fields
- Doesnt know if itis working properly
- Uncertain

Gain

- Certainty
- Configuration

By deeply understanding jewelry business users through **empathy mapping**, the team identified the critical challenges and frustrations faced by store managers, sales executives, and admins in managing customer data, billing, and pricing. These insights revealed pain points such as **manual billing updates**, **inconsistent gold and silver price adjustments**, and the **risk of user or data deletion** tied to active transactions.

Through this empathetic analysis, the team discovered that users needed **automation, transparency, and stronger data safeguards** within the CRM system. In response, the team designed a more **intelligent and efficient CRM Application** on Salesforce that integrates: