

Ideation Phase

Empathize & Discover

Team ID : NM2025TMID01844

Team Size : 4

Team Leader : Balasubramani R

Team member : Deepathkumar R

Team member : Parameshwaran V

Team member : Rahul M

3.1 Purpose

The empathize phase helps the team understand the target users of the Jewellery Management System—their needs, emotions, pain points, and motivations. It guides the development process to ensure that the final product addresses real-world user challenges and provides an intuitive, user-friendly experience.

3.2 Target User Groups

Jewellery Store Manager – Oversees operations, stock, sales, and staff coordination.

Sales Staff – Handles customer interactions, billing, and product recommendations.

Inventory Staff – Manages product listings, stock levels, and new item entries.

Customers – Purchase jewellery items, expect accurate billing and timely service.

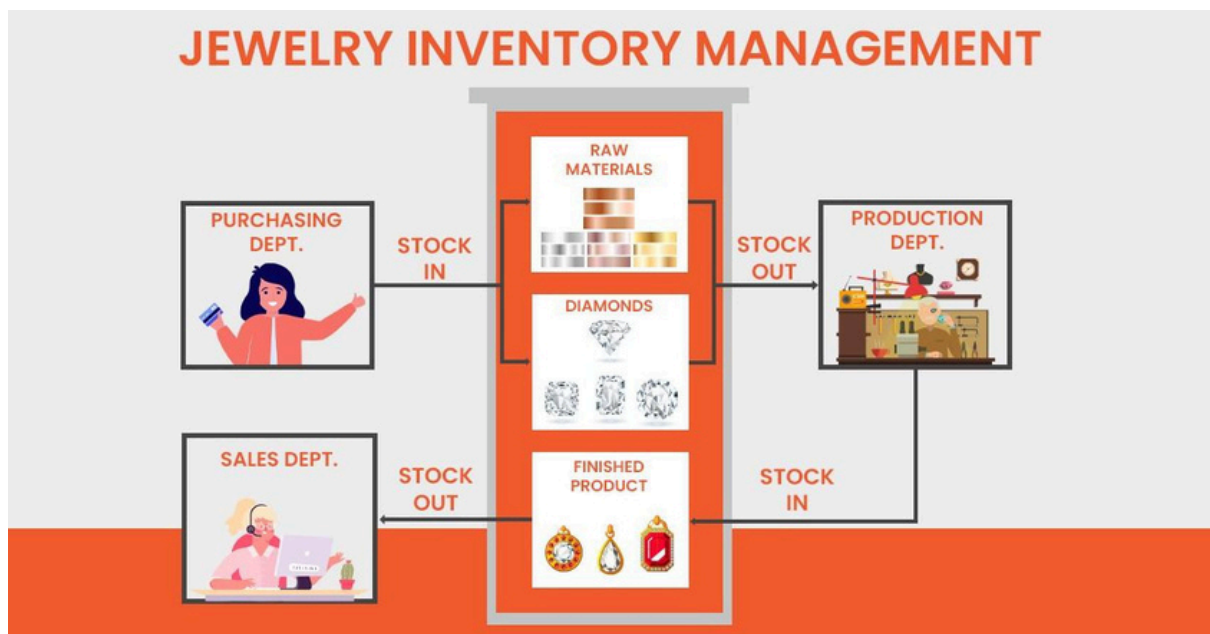
3.3 User Persona Example: Jewellery Manager

Dimension	Insights
Name	Anand Kumar
Age	40
Role	Jewellery Store Manager
Goals	Monitor sales, manage inventory, ensure accurate billing, and improve customer satisfaction.
Challenges	Manual billing, inaccurate stock data, and lack of sales reports.

Inventory Management System	A module to maintain jewellery stock, track sold and available items, and autoupdate inventory levels.	High	Improved accuracy and reduced stock shortages.
Automated Billing System	Generates digital invoices instantly after each transaction with integrated tax and discount options.	High	Speeds up billing and ensures accurate financial tracking.
Customer Relationship Module	Stores customer data, purchase history, and preferences to personalize offers and services.	High	Builds loyalty and improves customer satisfaction.
Sales & Analytics Dashboard	Provides visual analytics for revenue, topselling items, and monthly performance reports.	Medium	Enhances decision-making and business strategy.
Supplier Management System	Tracks supplier details, purchase orders, and restock timelines for better coordination.	Medium	Improves procurement efficiency.

Automated Notification System	Sends alerts for order readiness, payment reminders, and promotional offers via email/SMS.	Medium	Boosts communication and repeat sales.
Security and Access Control	Implements rolebased access for staff to prevent unauthorized data handling.	High	Ensures data security and accountability.
Feedback and Rating System	Collects customer feedback postpurchase to monitor service quality and satisfaction.	Medium	Supports continuous improvement.

Template



Reference :

<https://developer.salesforce.com/signup>